

PAKISTAN'S PREMIER MAGAZINE FOR TOURISM, HOSPITALITY, RESTAURANTS, AIRLINES, TRAVEL & FOOD INDUSTRY

HOSPITALITY PLUS

VOL# 17 | ISSUE# 10 | OCTOBER 2022



WORLD
ASSOCIATION
OF CHEFS
SOCIETIES



Pioneer in Professional Education

COTHM
College of Tourism & Hotel Management
GROUP OF COLLEGES

INTERNATIONAL CHEFS DAY 2022

Congratulations

TO ALL THE

CHEFS ON GLOBE



Awn Chaudry
Advisor to
PM on Tourism & Sports



John Northen
Executive Director
Hotel and Resorts, Royal
Commission of AIUla (RCU)



Adam M. Tugio
Ambassador
of Indonesia to Pakistan



Jose Silva
Chief Executive Officer
Jumeirah Group





PROFESSIONAL



**THE PERFECT MIX OF
SMOOTH CHOCOLATE
& CRISPY WAFER**



**EASY TO USE,
HARD TO RESIST**

TOPPING



FILLING



DECORATING



Contact our professional Nestlé NAATA

☎ 0800-62282 📞 03000-Nestle (03000-637853) ✉ NAATA@pk.nestle.com 🌐 www.nestle.pk



JOHAR JOSHANDA®

EXTRA STRENGTH

Keeps away...
Flu, Cough, Cold!

Aap bhi aadat bana lein!
Dr. Uffaira Anis Saad
Nutritionist





GET THE
MOUTH-WATERING
Taste in
"EVERY BITE"



CONTENTS



Hospitality Plus

Vol#16/Issue#10 | October 2022 | Reg#1391/20040102

Articles and other write-ups are contributed by different writers. Views published in the magazine do not necessarily reflect the management's policy.

Chief Editor/Publisher

Ahmad Shafiq

Deputy Chief Editor

Zaheer Ahmad

Executive Editor

Samina Ahmad

Editor

Fraaz Mahmud Kasuri

Joint Editor

Babar Sheikh

Associate Editor

Zainab Shafiq

News Editor

Muhammad Sharif

Social Media Manager

Sarmad Asif

Contributors

Masood Ali Khan

Aftab Rana

Akhtar Mummunka

Prof. Shuaib Raza

Director Art & Design

Aamir Kashif

IT Manager

Rizwan Hameed

Chief Photographer

Waqas Ali

Photographer

Zeeshan Ali

Printed by

Udoos Printing Press

394-Hunza Block, Allama Iqbal Town, Lahore

For comments please write to us at:

HEAD OFFICE/CANAL CAMPUS:

185, Abu Bakar Block, Canal Road, New Garden Town, Lahore.

Mob: 0302- 4090092

Tel: 042 35913580-81-82-83

E-mail: office@hospitalityplus.com.pk

Editorial

Now is the time to launch 'Brand Pakistan'

6

Cover Story

International Chefs Day 2022

Congratulations to all the chefs on globe

7-9

Visit

Awn Chaudry lauds COTHM's efforts in imparting quality education

10

Workshops

Intl' Chocolatier Aravinda Leelarathna

trains Pakistani youth in modern desserts & chocolate art

11-16

Article

Five ways hoteliers can boost their Meta search performance

17-18

Article

How to find cheap flights with Google Flights?

19-20

Article

Hotel Business: Is the customer really always right?

22

Article

5 famous food streets in Lahore worth visiting

23-25

Article

7 healthy fall foods — and the best ways to eat them

27-29

Article

Everything you need to know about turmeric

31-32

Exhibition

COTHM wins the audience at Iftech Exhibition

33-36

Interview

Aamer Rafiq Qureshi – MD, Poet Restaurants – Events & Catering

39-40

Event

World Tourism Day celebrations at COTHM

41-42

Article

Five revenue management mistakes in the hospitality industry

43-44

Visit

Ambassador of Indonesia to Pakistan Adam M. Tugio

46

participates in Indonesian Culinary Workshop at COTHM

Article

20 things flight attendants want you to know about flying

47-49

Destination

A memorable trip to majestic Wazir Khan Mosque

51-52

Article

Kitchen Gardening: A way forward to healthy life

53-54

Article

How space tourism will change the World?

55-56

Power 50

57-58

Industry Highlights

59-63

**ABC
CERTIFIED**

Member CPNE



Price: Rs.200

PAGE
7



PAGE
12



EDITOR'S NOTE



AHMAD SHAFIQ | CHIEF EDITOR | shafiq@cothm.edu.pk



HOSPITALITY PLUS MAGAZINE (MONTHLY PUBLICATION)

Chief Editor:

•Hospitality Plus Magazine (ABC Certified Monthly Publication)

Chief Executive Officer:

- College of Tourism & Hotel Management (COTHM) Pakistan & Dubai
- Consult COTHM, Dubai UAE
- COTHM Travel Solutions
- COTHM Hospitality Foundation (CHF)
- COTHM Manpower International (CMI)

Director:

•Board of Directors of Pakistan Tourism Development Corporation (PTDC)

Member:

- Council of Pakistan Newspapers Editors (CPNE)
- All Pakistan Newspapers' Society (APNS)

Chairman:

•'Event Management Committee' of CPNE



PAGE
41



PAGE
53



NOW IS THE TIME TO LAUNCH 'BRAND PAKISTAN'



Pakistan is one of the countries which are naturally rich in tourism potential. From deserts to oceans, and from plains to plateaus, beautiful natural landscapes are found in abundance in the country. Even seasons of different types also make Pakistan a favourite tourist site for the seasonal tourists. Other than this, a huge heritage and religious tourism potential is also a plus point on the part of Pakistan. In short, all the attractions of a true tourist site are available in Pakistan; but a clear vision to create a word-of-mouth about them is lacking.

To address this issue, the Government of Pakistan with the active support of Pakistan Tourism Development Corporation (PTDC) has been working on brand Pakistan initiative. A lot of homework has already been done with the help of all the stakeholders of tourism industry in Pakistan and a comprehensive plan is ready to be executed to attract the local and foreign tourists towards the natural beauty of Pakistan. All the stakeholders have also agreed on a brand name for the marketing and advertising of tourism in Pakistan. So far on multiple occasions, it has been announced to inaugurate the brand Pakistan initiative but every time it is postponed for some political reasons; that is very cruel on the part of tourism industry in Pakistan.

Pakistan has been facing a severe financial crunch in the recent months and the economy is yet to be stable. In such a situation, the country needs initiatives like brand Pakistan which can bring revenue to the national exchequer. A national cause must not be hurt just because of the political uncertainty in the country. There must be a system which must work itself and all the projects and initiatives must be completed on time irrespective of the political scenarios.

I request the present government to launch the brand Pakistan initiative as early as possible so that a new window might be opened to attract foreign and local tourists in bulk. This will not only bring revenue but also earn a good name for the country.



WORLD
ASSOCIATION
OF CHEFS
SOCIETIES

INTERNATIONAL CHEFS DAY 2022



CONGRATULATIONS

By Frazz Mahmud Kasuri

TO ALL THE

CHEFS ON GLOBE



Pioneer in Professional Education
COTHM
College of Tourism & Hotel Management
GROUP OF COLLEGES

Every year on October 20, the chefs of Pakistan gather to celebrate their noble profession and resolve to pass on their skills to the next generation of culinary arts.



Chefs are the custodians and guardians of culinary arts and gastronomic education. Due to the chefs' fraternity, the field of culinary arts is touching the heights worldwide. Chefs have not only given the conventional training and education a new dimension but also contributed in generating a huge workforce for the fields of hospitality and tourism. From hotels to resorts and restaurants to clubs, chefs are a permanent requirement in all types of kitchens. In other words, chefs can be found everywhere and anywhere in the world.

In early 90s, the chefs community was working everywhere in the world but there was no platform where they could unite and work for the uplift of their profession.





In October 1928, with a goal to create an international standard for the chefs and to protect their rights, the World Association of Cooks' Societies, now World Association of Chefs Societies (Worldchefs), was founded at the Sorbonne University in Paris. So far, chefs' societies of above 110 countries have become the members of Worldchefs while Chefs' Association of Pakistan (CAP) represents Pakistan at the prestigious forum of Worldchefs.

To create awareness among the chefs and masses about healthy food trends, each year on October 20th, Worldchefs celebrates International Chefs

Since its creation by the Late Chef Dr. Bill Gallagher in 2004, Worldchefs has committed to using International Chefs Day to celebrate the esteemed profession of chefs and to honour the chefs' fraternity worldwide.

celebrate International Chefs Day in Pakistan since its inception in 2006. Since then, the day is celebrated at all the campuses of COTHM under the umbrella of CAP. Every year on October 20, the chefs of Pakistan gather to celebrate their noble profession and resolve to pass on their skills to the next generation of culinary arts.

Keeping the tradition alive, this year on October 20, 2022, CAP along with its strategic partner COTHM is again going to celebrate International Chefs Day at all



Day having all the member societies on board. Since its creation by the Late Chef Dr. Bill Gallagher in 2004, Worldchefs has committed to using International Chefs Day to celebrate the noble profession of chefs and to pay tribute to the chefs' fraternity worldwide.

In Pakistan, CAP under the leadership of Worldchefs, Paris, celebrates International Chefs Day nationwide with the help of its strategic partner COTHM. CAP takes the pride to

the 16 campuses COTHM. The main activity by COTHM Head Office will be held at Alhmarra Arts Council, Mall Road, Lahore where a huge number of chefs will gather to participate in the chefs walk. As CAP is the only national association of Pakistan that represents the country at Worldchefs, Paris, chefs from Lahore and all other major cities participate in the central activity. The core purpose behind gathering the chefs at one place is to pay rich tribute to them for serving the masses while



International Chefs Day aims at unifying the chefs' community of Pakistan under one umbrella so that their needs and rights are properly taken care of.

staying in the kitchens. The event also aims at unifying the chefs' community of Pakistan under one umbrella so that their needs and rights are properly taken care of. CAP has a very transparent membership system through which chefs join the association in different categories as per the defined criteria. Anybody who is either a student in culinary arts or working as chef somewhere may join the association on merit. All the members of CAP are also the members of Worldchefs and can enjoy all the perks and benefits a Worldchefs member may enjoy.

This year, on International Chefs Day, chefs community of



Pakistan will gather at Alhamra Arts Council- Hall 1 located at the Mall Road Lahore to pay tribute to their noble profession. A number of food companies including KnN's, Unilever Food Solutions, Nestle Professionals, Shangrila, the food experts, Cheezious, Ambassador Commercial Kitchen & Equipment, Coca Cola, Young's Food, ODR Foods, Tapal Danedar, Asia Dye-Tech, National Foods, Sambo, Sufi Oil, and Farmers Cheese Making are supporting the International Chefs Day activity.

All the food companies are going to place stalls at the venue where free product sampling will be offered to the chefs. Beautiful stage performances will also be arranged for the amusement of professional chefs. A big number of industry professionals, corporate & social personalities, celebrities and media persons will join the walk to show solidarity with the chefs' community.

In short, International Chefs Day, in line with Worldchefs, Paris, is organized in Pakistan to honour the services of the chefs' community in the country. This day definitely gives an opportunity to the professional chefs to pass on their legacy to the young chefs working in the fields of hospitality and tourism in Pakistan.

ADVISOR TO PM ON TOURISM & SPORTS

AWN CHAUDRY

LAUDS COTHM'S EFFORTS IN

IMPARTING QUALITY EDUCATION

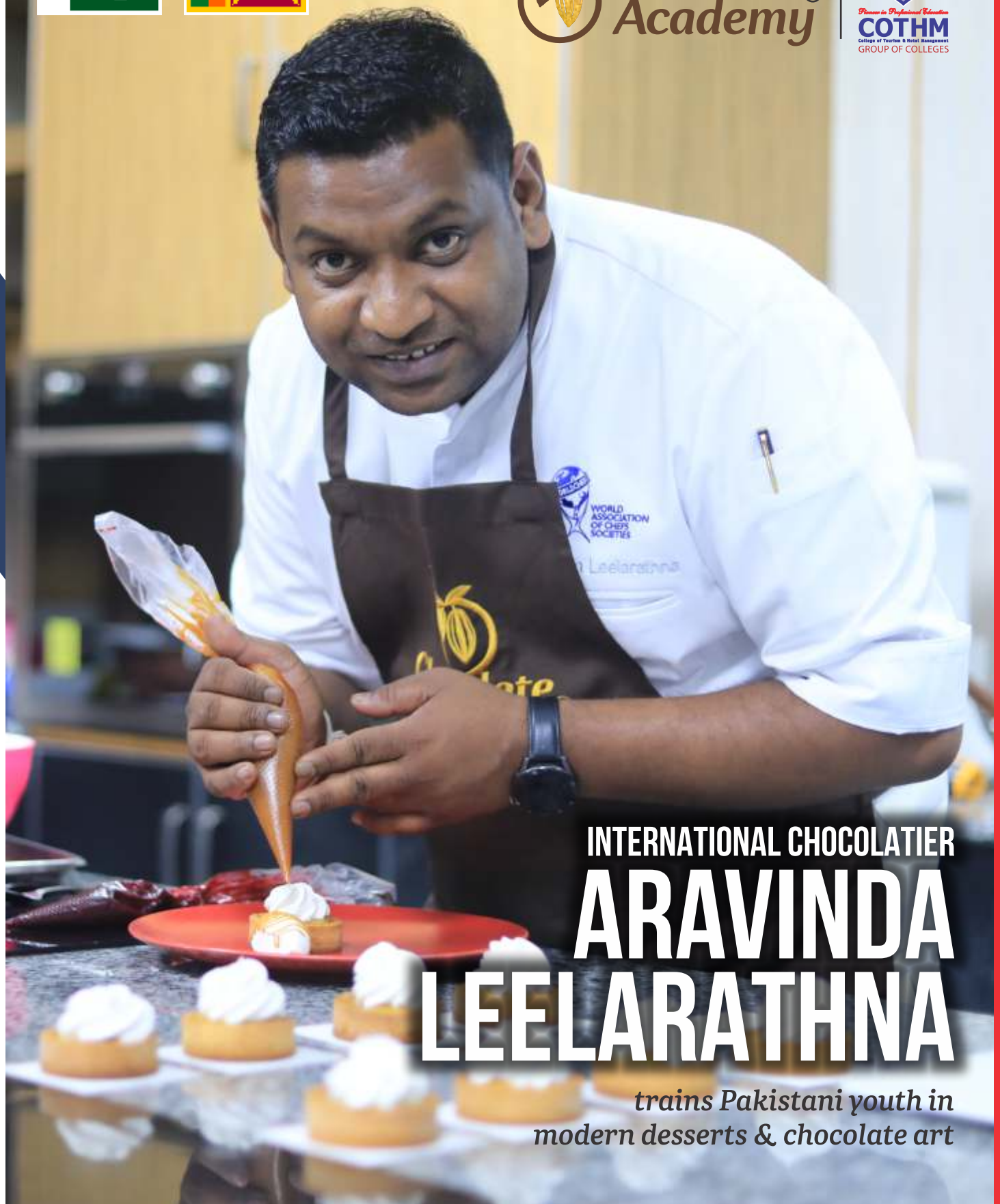


Advisor to PM on Tourism & Sports, Awn Chaudry visited College of Tourism and Hotel Management (COTHM) Lahore where he was received by COTHM CEO Ahmed Shafiq.

Chaudry visited different departments of college and met with the faculty members and students and discussed various aspects of tourism and hospitality sector in Pakistan. He highly appreciated the efforts of COTHM management in imparting quality education through its campuses all over Pakistan.

COTHM is contributing well to Pakistan's tourism industry. It is not only promoting tourism in Pakistan but also working to improve the positive image of Pakistan at the international level, he said.





INTERNATIONAL CHOCOLATIER
**ARAVINDA
LEELARATHNA**

*trains Pakistani youth in
modern desserts & chocolate art*

To train young chocolatiers and professionals in the art of desserts and chocolate making, and to tell them about the modern developments and techniques used in chocolate making, renowned chef and Sri Lanka based international chocolatier Aravinda Leelarathna on the invitation of Chocolate Academy and College of Tourism and Hotel Management (COTHM) visited Pakistan from September 12 to September 22, 2022.

During his stay at COTHM & Chocolate Academy, Chef Leelarathna conducted a series of workshops in which a large number of professionals and young chefs participated and learnt new techniques being used in the making of desserts and chocolates. These workshops were aimed to meet the needs of mid to high-end businesses, and cover the essential skills needed to create all types of pastries and other bakery items. Chef Leelarathna along with Chef Abdul Razzaq and Chef Faiza from COTHM perfectly developed a complete range of modern desserts and pastries.

He taught students about the preparation of chocolates from cocoa butter and its proper usage in making different sorts of modern and contemporary chocolate items like Truffles and Bon Bon etc. Professional chefs from Nestle, Young's, Milky's Food, Sumo/Mandrin Kitchen, Rina's Kitchenette, Pink Pistachio, Cakes & Bakes, Amavi, and Butlers Chocolate Café attended the international workshops and got participation certificates.

Industry professionals and owners of different eateries were also invited to attend and see amazing work done by the Chef Leelarathna and his students. All the guests highly appreciated the art and skills of Chef Aravinda Leelarathna and also praised the efforts of students and professionals in creating the wonderful display of chocolates and desserts.

Rian's Kitchenette Co-Partner Ammar Mohsin said that such workshops will be quite helpful in developing the culture of baking and patisserie in Pakistan. Farmers Cheese Making CEO Imran Saleh said that COTHM and Chocolate Academy are doing amazing job for the youth of Pakistan. Cakes & Bakes General Manager Mustajab Ahmad said that such workshops are very much needed for the uplift of professional chocolate and dessert art in Pakistan.

On the last day of his visit, Chef Aravinda Rathna congratulated and thanked Chocolate Academy and COTHM for having him as a guest chef for these exciting workshops. He while expressing his feelings towards the international standards of culinary arts at COTHM said, "I have visited a lot of countries and I am very happy to see that COTHM is maintaining the international standards and providing its students with the best facilities."











PRODUCT SUPPORT BY



FIVE WAYS HOTELIERS CAN BOOST THEIR META SEARCH PERFORMANCE



By Scott Falconer

Executive Vice President,
Media Solutions, Hospitality,
Amadeus

Now more than ever, hoteliers must carefully examine their distribution channels and understand their target audience to drive profitable demand – yet this is no easy feat. The average consumer browses multiple websites when looking for a hotel stay while also searching for the best prices. As global travel returns and already exceeds pre-pandemic levels in some markets, hoteliers will need to use every available channel to capture bookings and stay ahead of their competitive set.

Here are five tips to excel across Meta search platforms, one of the fastest growing online distribution channels within today's ever-changing travel landscape.

1. Focus on property rates and price accuracy

Rate parity on Meta search is crucial as price is a leading factor when travelers click on a link and proceed to book. It can be measured by the percentage of Meta search impressions that either “beat”, “meet”, or “lose”. Best-in-class hotels are defined by a high proportion of “beat” and “meet” impressions vs. “lose” impressions. Hotels should aim for less than 20% of their Meta search impressions to be “lose” scenarios.

You can use Meta search reporting or rate shopping tools, like Amadeus' RevenueStrategy360, to identify the channels where your property can

improve on rate parity. Also, work with distribution providers to address any instances of undercut rates resulting in “lose” scenarios to maximize “beat” and “meet” impressions and maintain a healthy channel mix between online travel agencies (OTAs) and direct bookings.

By improving “lose” rates on rate parity, some properties within the Amadeus portfolio have increased their click-through-rate (CTR) by 70% and conversion rate by 100% resulting in

double the bookings.

2. Implement merchandising options

Implement merchandising such as callouts, logos, and sponsored listings on Meta search sites. These tools make hotels more attractive and receive more clicks and conversions. According to Amadeus Demand Services data, properties that have included logos show a 7% increase in CTR and a 16% increase in conversion rates on average.





Similarly, properties displaying free cancellation callouts are showing a conversion rate that is 5.5% higher compared to properties without one.

3. Set an explicit strategy for Meta search

As the Meta search market continues to grow and evolve, some competitors are recommending the lowest possible fees. Be careful! Like most things in life, the cheapest solution may cost you more in the long run. Ceding participation and volume almost always costs hotels more and a small increase in spend can drive much stronger performance. When testing different property groups and analyzing the results, properties that spent 20% more on Meta search showed a 220% increase in impressions and a 228% increase in bookings.

4. Diversify investments across different Meta search platforms

Diversify investments across different Meta search platforms to target new audiences and expand the property's reach, which will ultimately lead to more direct bookings on Brand.com.

5. Optimize for improved visibility

Hoteliers must turn data points into actionable insights to make their Meta search campaign succeed. By looking into performance by property type, market trends, weekly booking volumes, among other data sets, hotels can learn how to raise their online visibility. By leveraging data, optimization, machine learning and AI

bidding, Amadeus hotel customers have seen double-digit growth in impressions and bookings for 2022 compared to 2021, per Amadeus Demand Services data.

With travel recovery well underway, Meta search platforms can play a key role in helping hoteliers capture a greater share of demand. To discover more ways your property can maximize direct bookings and to learn key strategies to resolve rate parity issues, download our Rate Parity Playbook.



How to find Cheap Flights with Google Flights?

There are some flight search engines like Kayak and Skyscanner but Google Flights is definitely among the best.

By Jeff Belizaire

Our life changed when Google introduced their search engine. And ever since they introduced their flight search engine, we've been able to get plane tickets for next to nothing.

Even though there are a lot of other flight search engines like Kayak and Skyscanner, Google Flights is definitely among the best. In addition to aggregating the most information and applying it to our route of choice, Google Flights search is constantly adding new, powerful features that significantly reduce our airfare costs.

However, if you want to know how to find cheap flights, it's important to understand how Google Flights works, and what you can do to improve the rates you get and travel for less.

Here's everything you need to know about Google Flights:

What makes Google Flights better than

other flight search engines?

The main difference between Google Flights and everyone else is its efficiency. When you search for cheap airfare, you want all the factors to be included in the final verdict on your best flight option.

The Google Flights app shows you a price graph so you can plan ahead of time. If your dates are flexible, Google will show you which dates are best for travel, and which dates you should avoid due to a cost spike.

Google Flights search can also predict delays. This is especially important if you're traveling for business, or even if you're just short on time. No one likes delays, so Google analyzes historic flight data to predict any irregularities.

It can also show you other information, such as the type of aircraft and what level of comfort you can expect. If you're really looking for some extra legroom or power outlets, Google Flights will tell you

everything you need to know.

Google offers a much better user experience. While sites like Kayak are great for finding ridiculously cheap flights, using them can take ages and too many pop-ups to count. So if you're looking for a fast, straightforward experience when booking a plane ticket, Google Flights is your app.

How does Google Flights search engine actually work?

Google Flights uses ITA Matrix to find the cheapest flights. Originally a software developed by MIT scientists, ITA Matrix was acquired by Google in 2011.

This software is special because it can filter based on multiple inputs. So let's say you want to travel with a specific airline, find a flight with the most legroom and in-flight WiFi, connect through Singapore, and preferably have your flight in the early morning - Google Flights matrix can find the



Google Flights app shows you a price graph so you can plan ahead of time. If your dates are flexible, Google will show you which dates are best for travel, and which dates you should avoid due to a cost spike.

exact thing you're looking for. Provided it exists, of course.

You can use the actual ITA Matrix, but it's best to use Google Flights and its improved matrix because it's more relevant. ITA Matrix often has flight results that are out of date and aren't applicable anymore, while Google Flights searches for cheap flights in real-time, ensuring that you get the best price.

Using Google Flights

If you're a pro at using the Google Flights app to find the best airfare deals, feel free to skip this section. But if you're still unsure about using it over other airfare search engines, here's what you have to do:

- *Enter your departure location, or find it in the popular destinations list.*
- *Select your ticket type. You can choose from three ticket types: one-way, roundtrip, or multi-city if you want to have a few stopovers or mini-holidays.*
- *Select the number of passengers and cabin class (economy, first class, business class, etc.)*
- *Select your flight dates by clicking on the calendar. You'll see the lowest airfare price for each day.*
- *Filter your results by stops, airlines, times, or other options.*
- *Sort your results (by best flights, price, duration, or departure time).*
- *Choose a flight for each leg of your journey.*
- *Choose if you'll book the flight through Google, an airline, a travel agency like Expedia, or through a different available website.*
- *Confirm your reservation with the airline.*

Use Flight Insights to find the best flight deals

Flight Insights are a good way to get some insider info from Google Flights on how to get the cheapest airfare deals. For example, you can see fares for nearby airports (that can be much cheaper in some cases) and the price graph (that will show you price trends across weeks and months).

Cookies and incognito mode

Using incognito mode is one of the oldest tricks in the book, and it really works. Each site tracks cookies, so if you want to make sure you're getting the most bang for your buck, delete your cookies before visiting the site again or browse from incognito mode (your cookies won't be stored). Otherwise you may notice a weird spike in the price the second time you visit.

For adventurers: Google Flights Explore Map

Just because you're on a budget doesn't mean you can't go on an impromptu vacation. At least that's what Google Flights Explore Map seems to be saying.

If your dates are flexible and you really want to travel spontaneously, you can use the Explore Map to find the best airfare deals. Google will then show you how the prices compare (after all, its price graph is incredibly powerful), and if you're happy with your results, you can go ahead and book the ticket.

Can't find all airlines on Google Flights?

This is one of the potential drawbacks of the Google flight search engine. Since Google only displays partner airlines (over 300 of them), that means that some, which haven't partnered with them yet, will get left out. And they might just give you a better deal. That's why you should check multiple flight search engines before booking your plane ticket. We love Google Flights, and it's really a lifesaver, but we always double-check. After all, the goal is to get the cheapest flights. And the more flight search engines we have in our arsenal, the merrier.

STAY CONNECTED WITH COTHM



www.cothm.edu.pk

ADMISSIONS
OPEN

INTERNATIONAL HOSPITALITY
QUALIFICATIONS
EXCLUSIVELY OFFERED
BY COTHM

DEPARTMENT OF **CULINARY ARTS**



1- Graduate Diploma in International Culinary Arts	(2-Years)	UK
2- Advanced Diploma in Culinary Arts	(18-Month)	UK
3- Diploma in Culinary Arts	(9-Month)	UK
4- Certificate in Professional Cookery	(3-Month)	UK
5- Certificate in Cuisines of the World	(3-Month)	COTHM
6- Certificate in Food and Nutrition Science	(3-Month)	COTHM
7- Certificate in Pakistani Cuisine	(6-Month)	COTHM
8- Specialization in Pakistani Cuisine	(3-Month)	COTHM
9- Certificate in Food Stylist	(3-Month)	COTHM

(DUAL-INTERNATIONAL QUALIFICATION) **INTERMEDIATE IN CULINARY ARTS**

Entry Level: Matric

Program Duration:

2-Year (Theory /Practical + 3-Month Internship)

ASSOCIATE DEGREE IN CULINARY ARTS

Entry Level: Intermediate: F.a/ F.Sc./ I.com/ A-levels Or Equivalent

Program Duration: 2-Years

UNIVERSITY OF THE PUNJAB AFFILIATED ASSOCIATE DEGREE PROGRAM



Pioneer in Professional Education

COTHM
College of Tourism & Hotel Management

HEAD OFFICE/CANAL CAMPUS:

185, Abu Bakar Block, Canal Road, New Garden Town, Lahore . Mob: 0302- 4090092
E-mail: info@cothm.edu.pk

COTHM JAIL ROAD:

5-C, Main Gulberg II, Ayesha Saddiqa Road, Jail Road, Lahore. Tel: +92-42-35870012-13, 35875851
Mob: 0322- 4090092 Email: info@cothm.edu.pk

COTHM KARACHI:
Mob: 0336-2226846

COTHM JOHAR TOWN:
Mob: 0309-8887111

COTHM ISLAMABAD:
Mob: 0309-3337775

COTHM MULTAN:
Mob: 0300-8639014

COTHM RAWALPINDI:
Mob: 0309-3330395

COTHM FAISALABAD:
Mob: 0321-8822640

NORTH NAZIMABAD
Mob: 0333-6624157

COTHM RAHIM YAR KHAN:
Mob: 0334-5877966

COTHM GUJRANWALA:
Mob: 0320-0004003

COTHM SAHIWAL:
Mob: 0321-1110045

COTHM BAHAWALPUR:
Mob: 0345-4219999

COTHM OKARA :
Mob: 0322-3090092

Hotel Business

IS THE CUSTOMER REALLY ALWAYS RIGHT?



Be helpful to your guests, but remember, the customer can sometimes be wrong

by Hotelier Staff

Not only in the business of hospitality, but in the business of the world, we're told 'the customer is always right.' This phrase has been taken on by some people as a rule with no exception, and in hotels, where staff are there to serve, it can be abused at times. At every property I have worked at, whether it be three-, four- or five-star, I have run into my fair share of what I call 'professional complainers.'

These are a small set of guests whose complaints will go well beyond simply wanting to book into a room with a better view, or sending their steak back for not being cooked how they asked. To them, it's a sport or even a profession to see how far they can push an (often inexperienced) employee to the limit.

Worried about being shamed online

Hotels and their employees are often at the mercy of online review websites, where a positive review singling out a person is career gold, and a negative review doing the same could be a career-ender. Professional

complainers are aware of the power they hold in the digital era and they use it to hold staff to ransom. Apart from dirhams and dollars, guest satisfaction is the next most important currency in the hotel world. I've seen young staff go above and beyond and work well past their billable hours just to appease one unreasonable guest, and I've seen managers lose revenue over worries of being shamed online.

It can start with an early check-in request, which is more than reasonable but soon snowballs into a barrage of demands. "I need a bigger room," "I need the kitchen reopened at 2am," "I'm inviting a dozen people into my room," and of course, "I demand to speak to the manager."

But once these complainers get a person on the hook, I've seen guests complain their way into AED5,000-per-night suites, I've seen diners get an entire meal for free, and I've seen guests bring hard-working employees to tears only to be gratified by the manager for their actions. Once they get away with it in one hotel, they'll do it at other

properties as well. It is a sad fact, but complainers get far in life.

Certainly hotels – especially the expensive ones – need to be accommodating and have some wiggle room with their guests, but to completely flout the rules, disrupt other guests, or just do things that lose property money, is not the way to go about it.

Consider staff satisfaction

Guest satisfaction is a key part of hospitality, but so is staff satisfaction. If guests are getting away with being unreasonable, unrelenting or even abuse to staff, it won't be long before they move on to a property with a stronger commitment to the rules.

Not only could appeasing these guests lose the hotel more money than a sparkling online review is worth, but it could also create a toxic work environment for staff.

Be helpful to your guests, but remember, the customer can sometimes be wrong.



By: Rida Rehman

5 FAMOUS FOOD STREETS IN LAHORE WORTH VISITING

It's no surprise that Lahore is famous for Pakistan's food capital because of its rich history and thriving food scene. Lahore's food streets are a terrific way to showcase the city's numerous culinary offerings, even if you don't live in the city itself.

Famous food streets in Lahore

There are specific cuisine lanes in Lahore where the greatest of the city's offerings may be found all in one location, given the abundance of choices. Food streets in Lahore are a major draw for visitors and tourists since these are the areas of the city where a wide variety of restaurants and food stalls can be found. Visitors and tourists can sample a variety of dishes from these establishments. The availability of various cuisines, whether Desi, Chinese, Continental, Italian, or any other type, is the feature that stands out as the most beneficial aspect of these.

Lakshmi Chowk

People obsessed with food will find that the Lakshmi Chowk food street in Lahore is a veritable heaven for gourmands. Go to this vibrant food street in the city centre for the tastiest karahi and barbeque you have ever had if you want to experience the food culture of Lahore.

Lakshmi Chowk is well-known for its extensive selection of the finest golden and crispy Gol Gappi stuffed with spicy chickpeas. These are served with ice-cold



yoghurt and water infused with sweet and sour flavours, making them the ideal snack for any time of year.

Lakshmi Chowk is where Nisbat Gol Gappy does the best business serving these delectable delicacies. This booming food culture is also responsible for the birth of two of the most well-known businesses in the city: Butt Sweets and Butt Karahi. Both of these restaurants serve a variety of sweet and savoury foods.

Lahore Fort Food Street

The Lahore Fort Food Street is among the most vibrant and well-known avenues in the entire city of Lahore,



Pakistan, when it comes to eating out. Visitors from all over the world who travel to Lahore often make a point of coming to this neighbourhood to sample the distinctive flavour associated with the city.

In addition to serving delectable meals, this restaurant provides guests with a stunning panorama of the stunning Badshahi Mosque. The Mughal era is the inspiration for this neighbourhood's entire design, which is why it is the ideal illustration of the city's extensive past.

The rooftop restaurants along Fort Road Food Street offer mesmerising perspectives of Badshahi Mosque & Lahore Fort, as well as the city's stunning skyline during the evening hours.

Your visit to this food strip is guaranteed to be one of your most memorable outings, thanks to the mesmerising atmosphere and the mouthwatering cuisine.

Gawalmandi Food Street

When it comes to places to eat in public, Lahore Fort Food Street is among the most bustling and well-known streets in the entirety of the city of Lahore in Pakistan. It is common practice for tourists from all over the world in Lahore to make it a point to get to this neighbourhood to get a taste of the flavour



synonymous with the city.

This restaurant not only serves mouthwatering cuisine but also gives customers a breathtaking view of the magnificent Badshahi Mosque. Because the Mughal era was used as the source of inspiration for the whole construction of this neighbourhood, it is the perfect example of the city's rich history.

During the evening hours, diners can enjoy mesmerising views of Badshahi Mosque and Lahore Fort, in addition to the city's breathtaking skyline, from the rooftop restaurants that line Fort Road Food Street.

Old Anarkali Food Street

It is without any reasonable dispute that Anarkali Bazaar is one of the most well-known retail districts in all of Lahore. This bazaar is located



on Mall Road and is split into two distinct parts: New Anarkali and Old Anarkali.

The old portion of the Market features one of the most popular food streets in all of Lahore, even though the new Market has a significantly larger selection of retailers. Old Anarkali Food Street is the name people give to this particular street.

Even though the vast majority of the establishments on this street have been around for quite some time, it continues to rank among the most popular dining areas in the city. Old Anarkali Food Street is known for its grilled meat dishes, karahi, milkshakes, and tofu cookies. You shouldn't miss out on these delicious options if you go there.

M.M. Alam Road

M.M. Alam Road is comparable to an urban food strip in that it contains some of the finest eateries in Lahore. Restaurants serving a variety of cuisines, from Pakistani to Western, can be found in Gulberg along this main avenue. It won't be difficult to locate one that suits your preferences.

Near M.M. Alam Road, some well-known restaurants include Aylanto Cafe, Rina's Kitchenette, Spice Bazaar, and Tuscany Courtyard. This contemporary food boulevard is home to some of Gulberg Lahore's most well-known establishments serving cuisine.



Conclusion

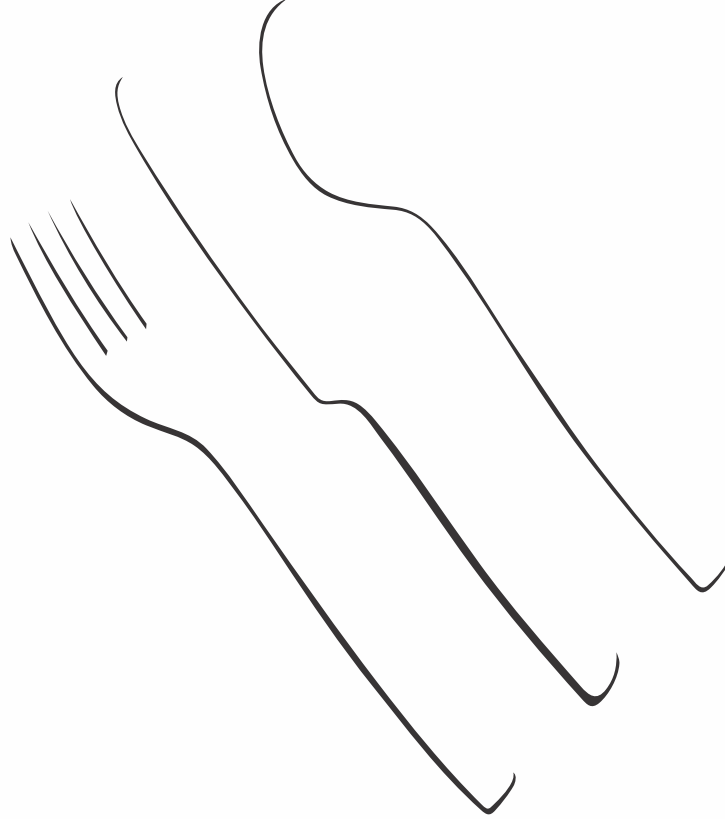
These are some of the best and most tasty food streets in the city of Lahore. These have various types of tasty foods available.



COCKTAIL



Quality Tableware



airblue



Greenvalley
Premium Supermarkets



SERENA HOTELS



Lahore
0301-8445931
0302-8445931



Jalal Sons
Departmental Store

Rawalpindi
0300-8505931
0300-8585931



The complete home store

Karachi
0301-8215931
0301-8245931

Dar Cutlery Works^{REGD.}

10-B, S.I.E. Sialkot-51310 Pakistan. Phone:(052)3255931,3554401,0301-8615935 Fax:(052)3552500
dar@cocktail.com.pk www.cocktail.com.pk



7 HEALTHY FALL FOODS AND THE BEST WAYS TO EAT THEM

From cranberries and apples to pumpkin and winter squash, these seasonal favorites serve up a bounty of benefits.

The autumn harvest brings forth a variety of root vegetables and crisp fruits, perfect for creating comforting meals to enjoy as the weather begins to cool. And good news for you: Those same delicious fall vegetables and fruits come loaded with health perks, so you'll want to eat up.

Here are some of fall's best fruits and vegetables and how you can enjoy reaping their health benefits.

Flavonoids in apples may improve brain health



A medium apple has almost 4.8 grams (g) of fiber, which gives you around 17 percent of your DV in 104 calories, according to the USDA. Pro tip: “It’s recommended to leave the skin on, as it contains a lot of the fiber found in apples as well as polyphenols,” says Al Bochi.

Among other benefits are a lower risk for heart disease and type 2 diabetes, per the Harvard T.H. Chan School of Public Health, along with repaired lung damage from smoking, according to research published in the European Respiratory Journal in 2017.

Pears are a great fruit for heart-friendly fiber



People overlook pears, but they deserve more love. These juicy fruits are similar to apples in nutrition but have even more filling fiber. A medium pear has an impressive 5.5 g of fiber (which is about 20 percent of your DV, making it an excellent source), according to the USDA, and it’s just 101 calories.

When you’re out shopping for pears, you can buy them when they’re pretty hard and let them soften up over a few days, Cooley

advises. Add a dash of sweetness to salads by tossing in some pear slices or bring a touch of fall flavor to the breakfast table by adding pears to your muffin or scone recipes.

Cranberries may help your body fight oxidative stress with Anthocyanins



With their eye-catching red hue, cranberries are a quintessential holiday fruit you can showcase in a variety of dishes. “There are many ways to use cranberries aside from a Thanksgiving cranberry sauce,” Al Bochi says.

And furthermore, fresh cranberries are a nutritious choice. According to the USDA, a half cup of chopped cranberries contains about 2 g of fiber, which is about 7 percent of your DV. You also score some vitamin C — about 7.5 mg per half cup, which is 8.5 percent of your DV. These numbers make cranberries a heart-healthy food, one that may improve blood pressure and cholesterol, per the American Heart Association.

Pumpkin is another excellent source of Vitamin A

The Halloween staple is good for more than just carving and seasonal decor. Like other squash, pumpkin contains beta-carotene, which is converted into vitamin A, in which form it provides your body with lots of health perks. A cup of cubed raw pumpkin gives you



3,600 mcg of beta-carotene, according to the USDA. You’ll also get 494 mcg of vitamin A in total per cup, making it an excellent source.

Pumpkin also delivers vitamin C, providing 10.4 mg per cup, which is almost 12 percent of your DV, making it a good source. Canned pureed pumpkin can be nutritious too, as long as it doesn’t contain added sugar. One cup gives you 7.1 g of fiber, according to the USDA, racking up 26 percent of your DV and making it an excellent source.

Brussels Sprouts are full of fiber and antioxidants





According to the USDA, 1 cup of cooked Brussels sprouts contains 4g of fiber, which is 14 percent of your DV, making it a good source. Brussels sprouts are a member of the cruciferous family: “There’s tons of evidence to back up the cancer-fighting properties of cruciferous vegetables like Brussels sprouts, broccoli, and cauliflower,” says Retelny. “They contain metabolites called glucosinolates, which have been shown to have cancer-preventive properties,” she adds. One review of research, published in November 2018 in the journal *Molecules*, notes that the compounds in cruciferous vegetables may prevent the growth of cancer cells.

Sweet Potatoes are loaded with Vitamins A and C for immune perks



“Sweet potatoes are a really nutritious and delicious choice any time of the year, but they are especially perfect in the fall when they are in season,” says Mauney.

This starchy comfort food comes with many health perks. “Sweet potatoes contain a lot of nutrients — fiber, vitamin A, and vitamin C just to name a few,” says Mauney. In fact, a medium sweet potato packs 3.6g of fiber (so 13 percent of your DV, making it a good source), according to the USDA. The same portion has 1,150 mcg of vitamin A (which is over 100 percent of your DV, so easily an excellent source) and 18.2 mg of vitamin C (which is 20 percent of your DV, making it an excellent source as well), according to the USDA.

Broccoli contains Sulforaphane, a compound that may protect against cancer



Broccoli, along with cauliflower, is abundant in the fall and perfect for steaming, roasting, or adding to stir-fries. Broccoli can be used as a base for soup as a great way to mix up the typical side of veggies, especially if certain members of the family aren’t crazy about the vegetable’s texture.

A cup of chopped broccoli gives you 2.3 g of fiber (for 8 percent of your DV), 78.5 mg of vitamin C (a whopping 90 percent of your DV, making it an excellent source), and 92.8 mcg of vitamin K (for about 77 percent of your DV, making it another excellent source), according to the USDA.



STAY CONNECTED WITH COTHM



www.cothm.edu.pk

DEPARTMENT OF

FOOD, NUTRITION & SAFETY SCIENCES

DO YOU WANT TO BE QUALIFIED WITH
UK CERTIFICATE
WHILE STUDYING IN PAKISTAN!
WE PROVIDE THE BEST SOLUTION!

OFFERING:

EXECUTIVE DIPLOMA IN FOOD SAFETY & QUALITY MANAGEMENT

DURATION: 6-MONTHS

ELIGIBILITY: Bachelor's Degree (14 Year Education or enrolled in 5th semester of BS/B.Sc Hons) in Food Sciences, Food & Nutrition, Food Science & Technology, Chemistry, Microbiology, Business Management, Food and Home Sciences, Public Health, Engineering and Hospitality Management.



CAREER OPPORTUNITES

- 1- Hospitality Industry
- 2- Food Service/Restaurant Industry
- 3- Food Manufacturing Industry
- 4- Educational & Training Institutes
- 5- Punjab Food Authority
- 6- Quality control & Quality Assurance
- 7- Research Institutes
- 8- NGO's



Pioneer in Professional Education
COTHM
College of Tourism & Hotel Management

HEAD OFFICE/CANAL CAMPUS:

185, Abu Bakar Block, Canal Road, New Garden Town, Lahore . Mob: 0302- 4090092
E-mail: info@cothm.edu.pk

COTHM JAIL ROAD:

5-C, Main Gulberg II, Ayesha Saddiqa Road, Jail Road, Lahore. Tel: +92-42-35870012-13, 35875851
Mob: 0322- 4090092 Email: info@cothm.edu.pk

COTHM KARACHI:
Mob: 0336-2226846

COTHM JOHAR TOWN:
Mob: 0309-8887111

COTHM ISLAMABAD:
Mob: 0309-3337775

COTHM MULTAN:
Mob: 0300-8639014

COTHM RAWALPINDI:
Mob: 0309-3330395

COTHM FAISALABAD:
Mob: 0321-8822640

NORTH NAZIMABAD
Mob: 0333-6624157

COTHM RAHIM YAR KHAN:
Mob: 0334-5877966

COTHM GUJRANWALA:
Mob: 0320-0004003

COTHM SAHIWAL:
Mob: 0321-1110045

COTHM BAHAWALPUR:
Mob: 0345-4219999

COTHM OKARA :
Mob: 0322-3090092

EVERYTHING YOU NEED TO KNOW ABOUT TURMERIC



Turmeric, sometimes called Indian saffron or the golden spice, is a tall plant that grows in Asia and Central America.

The turmeric on shelves and in spice cabinets is made of the ground roots of the plant. The bright yellow color of processed turmeric has inspired many cultures to use it as a dye. Ground turmeric is also a major ingredient in curry powder. Capsules, teas, powders, and extracts are some of the turmeric products available commercially.

Curcumin is the active ingredient in turmeric, and it has powerful biological properties. Herbal medicine experts recommend turmeric for a variety of health conditions. These include chronic pain and inflammation. Western medicine have begun to study turmeric as a pain reliever and healing agent.

This article explores the nutritional content of turmeric, how it might benefit health, as well as some of its negative side effects.

Nutrition of turmeric

According to the United States Department of Agriculture (USDA) National Nutrient Database, one tablespoon (tbsp) of turmeric

powder contains:

29 calories
0.91 grams (g) of protein
0.31 g of fat
6.31 g of carbohydrates
2.1 g of fiber
0.3 g of sugar

That same 1-tbsp serving provides:

26 percent of daily manganese needs
16 percent of daily iron
5 percent of daily potassium
3 percent of daily vitamin C

Positive side effects

While turmeric is a flavorful spice that is nutritious to consume, it has also traditionally been used in herbal and Chinese medicine to treat inflammatory conditions, skin diseases, wounds, digestive ailments, and liver conditions.

Anti-inflammatory properties

The Arthritis Foundation cites several

studies in which turmeric has reduced inflammation. This anti-inflammatory ability might reduce the aggravation that people with arthritis feel in their joints. The foundation suggests taking turmeric capsules of 400 to 600 milligrams (mg) up to three times per day for inflammation relief.

Pain relief



Turmeric is thought of as a pain reliever. The spice is reputed to relieve arthritis pain as well.

Studies seem to support turmeric for pain relief, with one study noting that it seemed to work as well as ibuprofen (Advil) in people with arthritis in their knees.

Though dosing recommendations seem to vary, those who participated in the study took 800 mg of turmeric in capsule form each day.

Improving liver function

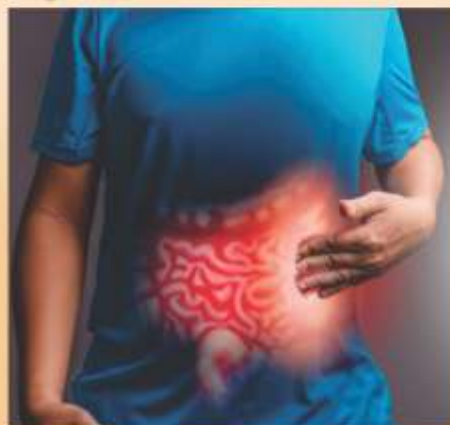


Turmeric has been getting attention recently because of its antioxidant abilities. The antioxidant effect of turmeric appears to be so powerful that it may stop your liver from being damaged by toxins. This could be good news for people who take strong drugs for diabetes or other health conditions that might hurt their liver with long-term use.

Possibly reducing the risk of cancer

Curcumin shows promise as a cancer treatment. Studies suggest it has protective effects against pancreatic cancer, prostate cancer, and multiple myeloma.

Digestion



Turmeric adds flavor to food, which explains its presence in curry powder. However, turmeric can also play an important role in digesting that food. The spice can contribute to healthy digestion as a result of its antioxidant and anti-inflammatory

properties.

Turmeric is used in herbal medicine as a digestive healing agent. Western medicine has now begun to study how turmeric can help with gut inflammation and gut permeability, two measures of digestive efficiency.

The spice is even being explored as a treatment for irritable bowel syndrome (IBS).

Including turmeric in the diet



Turmeric is a highly versatile spice that can be added to meals in a range of ways, including:

- **Adding turmeric into spice mixtures such as curry or barbecue rub**
- **Making a homemade dressing using part oil, part vinegar, and seasonings including turmeric.**
- **Changing up your go-to marinades by adding turmeric**

Alternatively, try these healthy and delicious recipes developed by registered dietitians:

- **Mason jar lentil salad**
- **Cumin-lime turmeric vinaigrette**
- **Mango turmeric smoothie**
- **Turmeric milk**
- **Gold rush soup**

Turmeric is also available as a supplement in powder-containing capsules, fluids, extracts, and tinctures. Bromelain, a protein extract derived from pineapples, increases the

absorption and effects of turmeric so is often combined with turmeric in these products. You should check with a doctor before taking any supplements to ensure they are safe for you to use.

Side effects of turmeric

While turmeric does provide potential health benefits, it creates some risks that are worth considering before consuming large amounts.

Upsetting the stomach

The same agents in turmeric that support digestive health can irritate when taken in large amounts. Some participants in studies looking at the use of turmeric for cancer treatment had to drop out because their digestion was so negatively affected. Turmeric stimulates the stomach to produce more gastric acid. While this helps some people's digestion, it can negatively affect others.

Blood-thinning properties



The purifying properties of turmeric may also lead to easier bleeding more easily. The reason for this is unclear. Other suggested benefits, such as lowered cholesterol and lowered blood pressure, might have something to do with the way turmeric functions in your blood.

People who take blood-thinning drugs, such as warfarin (Coumadin), should avoid consuming large doses of turmeric.

Stimulating contractions

You may have heard that eating foods seasoned with curry can stimulate labor. Although there exists little clinical data to back up this claim, studies suggest turmeric can ease symptoms of PMS.

Pregnant women should avoid taking turmeric supplements because of its blood-thinning effects. Adding small amounts of turmeric to food as a spice should not cause health problems.

COTHM

WINS THE AUDIENCE

AT IFTECH EXHIBITION



Pioneer in Professional Education
COTHM
College of Tourism & Hotel Management
GROUP OF COLLEGES



All Natural Chicken

Ambassador
Commercial Kitchen Equipments



SUFI
BANASPATI &
COOKING OIL



WORLD
ASSOCIATION
OF CHEFS
SOCIETIES

EVENT ENDORSED BY WACS



serving the nation
CAP

College of Tourism and Hotel Management (COTHM) arranged inter-campus competitions at the 17th International Exhibition of Food & Beverage Processing and Technologies, (Iftech Exhibition) and managed to attract a

huge number audience there. The competitions were held at the Expo Center Lahore from September 22-24, 2022.

During the 3-day competitions at the Iftech Exhibition, students from different campuses

of COTHM participated in different cooking competitions. These competitions were held in multiple categories which were 3-Course Modern Pakistani Cuisine, Drinks/Smoothies, Live Cake Decoration – Free Style, Product Innovation, Pasta Dish,

and Chinese Main Dish.

The winners of each category were awarded with Gold, Silver and Bronze certificates while the participants also got participation certificates.

Renowned chocolate and flavours brand Vibgyor sponsored Cake Decoration segment at the exhibition. Vibgyor CEO Aman Poonawala also visited the competitions and met with COTHM's higher management.

Unilever's South East Asia Lead Ivan Lu, Unilever Pakistan Country Head Sajjad Akbar, Marketing Lead Umer Waqar, GSM Amir Tagar, and Operator Marketeer Nida Hasan visited the competitions, talked to the participants and appreciated their culinary skills.

KnN's sponsored chicken for the competitions, Young's Foods and its sister brand Dairy Life sponsored dairy products, Shan Foods sponsored a huge quantity of spices, Sufi Oil provided oil for all the

cooking competitions while Ambassador Commercial Kitchen Equipment supported COTHM in its executional strategy.

On the occasion, COTHM CEO Ahmad Shafiq said that COTHM believes in practical learning with steadiness and growth. We appreciate our sponsors for supporting COTHM in promoting the culture of healthy and professional cooking in Pakistan, he added.







Enjoy hassle-free,
great tasting meals
with **Kofta**
Home-Style



Fried Chicken Meatballs



Kofta Biryani



Kofta Curry



Italian Meatballs



All Natural Chicken®



For recipes
Download
free app

FREE Home Delivery

0800 111 56

KandNs.pk

Follow us    

Aamer Rafique Qureshi

Chairman: Pakistan Restaurants Unity Association (Registered)
MD: Poet Restaurants - Events and Catering

Chairman: Hospitality Committee
Member: Diplomatic & Embassies Liaison Committee
(Federation of Pakistan Chamber of Commerce and Industry)

Fraaz Mahmud Kasuri

HOSPITALITY IS A WIDE AND DIVERSE FIELD

*If you take care of your staff,
your staff will take care of your
customers and your business
will take care of itself.*



Tell us something about yourself.

I believe that achieving success is a never-ending journey. Each accomplishment is a stepping stone towards learning and one's own betterment. I, Aamer Rafique Qureshi, am a philanthropist, a columnist, an analyst, and above all, an entrepreneur. Other than the hospitality trade, my business portfolio includes Poet Developers (Commercial - Housing - Farmhouses), SS Legal Consultants (Corporate and Overseas Legal Consultation), and a 7Sky immigration (Immigration Law firm). Allah has been kind. By His blessing, I am of the Chairman, the Pakistan Restaurants Unity Association, & Chairman of: the Hospitality Committee Member: Diplomatic & Embassies Liaison Committee (Federation of Pakistan Chamber of Commerce and Industry). Not only this but, I am also the Managing Director of Poet Boutique Restaurants (Events & Catering). I had also been honored with the post of Deputy Chairman, of the Citizen Police Liaison Committee (CPLC), Home Department, Government of Punjab.

What brought you to the hospitality business?

Basically, only ambitions and the hospitality Hospitality industry always fascinated me, and with Allah's help and His gift, rest is history. Hospitality is a wide and varied field. Exciting ideas and exciting opportunities to groom oneself professionally and as a person. Anyone in hospitality greets new people, customers, colleagues, and cops with the situations to put his/her skills to trial. This is what I love about the business. It is really exhilarating!

Even though the opening of Poet Boutique Restaurant was on 14 May 2018, by Allah's grace, in a short span of time, we are proud to have become a trendsetter in the restaurant industry of Pakistan by providing safe, healthy, and hygienic food with an extraordinary presentation.



None of the government policies favor any of Pakistan's industries. So I believe that it is high time to change the sector into the industry.



What is so special about Poet Boutique Restaurants (Events & Catering)?

Delicious food, great hygiene, and professional mesmerizing mesmerizing ambiance are what make Poet Boutique Restaurants (Events & Catering) so special. But one thing that makes us distinct is our belief that our strength lies in treating our staff like a close family as if they were our own flesh and blood. We religiously believe that it is our people who at the end of the day make everything about Poet Boutique Restaurants (Events & Catering) so special from food and ambiance to hygiene.

Even though the opening of Poet Boutique Restaurants (Events & Catering) was on 14 May 2018, by Allah's grace, in a short span of time, we are proud to have become a trendsetter in the restaurant industry of Pakistan by providing safe, healthy and hygienic food with extraordinary presentation including flames and dry ice fog "special effects" with latest culinary standards. Best rooftop vantage views of Minar-e-Pakistan, situated in the middle of dancing fountains, complimentary golf cart, photographs and cakes for birthdays and anniversaries add to our specialties. The Poet Boutique Restaurant, a unique conceptual enterprise in Lahore.

The Restaurant has not only become the talk of the town, but is now known and recognized all over Pakistan, even catering to advance bookings for dignitaries and delegations from abroad. The Poet restaurant is the only restaurant in the world that gives free food to maids and drivers coming along-with customers.

What is the biggest challenge in the hospitality business?

There is a modest saying that 'Health is Wealth'. In this field of business, I believe that protecting and providing safe, healthy, and quality food and the environment is the biggest challenge and I have first-hand experience in it. Adherence to strict quality assurance and food quality standards were the key elements that aided me in overcoming this hurdle.

What sort of competition do you witness in the hospitality industry of Pakistan?

Every hospitality business in Pakistan enjoys its own market share and everyone strives to gain the maximum out of it. What I've witnessed is cutthroat competition in this industry. If you are not prepared to take decisive actions when time requires, someone else is going to snatch your market share from you. You must always grab opportunities. Survival is not easy by any means.

Do government policies favour hospitality industry in Pakistan?

In my view, none of the government policies favour any industry in Pakistan and so I believe that it is high time to change this sector in to industry.

Is relevant education necessary before joining the hospitality business?

Absolutely, one must know about the waters he/she ought to swim in. Also needed is ambition, brains, determination, discipline and consistency and of course guidance, which I believe COTHM is doing well, transforming dreams into tangible realities. I may add that relevant education is definitely a plus in every profession and hospitality is no exception, but experience, passion and acumen play a vital role for one to excel.

What are your future plans?

I believe that the future belongs to those who believe in the beauty of their dreams. My future or dream, you may say, lies in introducing safe and hygienic culinary standards all across Pakistan which involves an ambition to expand the Poet domestically and internationally. Another aim is to unite the hospitality industry at one platform in order to address the ever-emerging challenges and hurdles that slow down or impede our progress.

How did you manage your restaurant operations after the coronavirus pandemic?

Restaurants are believed to be known by their food which one cannot disagree with, but I believe that after this pandemic, restaurants will be known by their hygiene and safety standards first and since Poet Boutique Restaurant has always upheld safety and hygiene above all, it was not so difficult for us to adapt to the pandemic situation. Yes, it is true that coronavirus has affected us like all others.

Any message for the readers?

When your head is on the pillow and the day is almost over, count Allah's blessings and count them one by one! Believe me, it is the best self-satisfaction that you will ever experience!



Pioneer in Professional Education
COTHM
College of Tourism & Hotel Management
GROUP OF COLLEGES

**WORLD
TOURISM
DAY 2022**

**RETHINKING
TOURISM**



UNWTO
World Tourism Organization



WORLD TOURISM DAY CELEBRATIONS AT COTHM

A poster competition was arranged at COTHM with the support of G7 Travellers



To celebrate World Tourism Day 2022, a poster competition was arranged with the sponsorship of G7 Travelers on September 27, 2022 at College of Tourism and Hotel Management (COTHM) Lahore.

A large number of students participated in the competition and made different posters under the theme of 'Rethinking Tourism'. The winners were awarded with cash prizes while all the participants were awarded with participation certificates.

Abeera Nasir got the 1st position in poster making, Ali Haider Niazi stood 2nd while the 3rd position was awarded to Zubia.

It is important to mention here that G7 Travelers CEO Shahid Ali has also announced to give free tours of Northern areas of Pakistan to all the participants.







FIVE

REVENUE MANAGEMENT MISTAKES

IN THE HOSPITALITY INDUSTRY



Nathan Mayfield

Revenue management is a fact of everyday life. Whether it's the price of milk in the grocery store, the green and red numbers on gas station signs or the airfare at airports, virtually every product and service is priced according to revenue management.

At its core, revenue management is the application of consumer analytics to maximize profits by selling the:

- **Right product**

- **To the right customer**
- **At the right time**
- **For the right price**

In other words, revenue management is the science behind maximizing profits by cleverly analyzing supply, demand and the market at large. But the practice of applying revenue management techniques to the hospitality industry is slow-going at times.

Many innkeepers, campground managers and some hoteliers are hesitant to adopt competitive practices because of personal hang-ups, lack of education or simply because flat rate pricing is the easier option. Or, they make use of revenue management but might be making some critical mistakes or neglecting important aspects. These properties are missing out on potentially vast profits by failing to price appropriately for the market.

Here are the top five revenue management mistakes that I've seen innkeepers, hoteliers and campground managers make.

1. Flat rate pricing

The biggest mistake a property can make when it comes to revenue management is to not employ any whatsoever. This is known as "flat rate pricing" and means the manager lacks any kind of pricing strategy beyond deciding on their rates based on "what feels

right.” The only benefit to this kind of strategy is that the unit rates are always easy to remember.

The use of flat rate pricing ignores the many factors that can influence the value of room nights, campsites, cabins and so on, such as the time of booking, high-demand stay dates and incentives for longer stays. This mistake is the biggest of all because it incorporates all others. In short, using flat rate pricing means leaving money on the table.

2. Not making use of supply and demand

What’s the difference between a plane ticket to Honolulu, Hawaii, on December 25th and a plane ticket to Juneau, Alaska, on the same day? The answer is demand, and the prices are likely to reflect that, with the Hawaii Christmas flight likely costing double or triple more than the Alaskan flight. This demonstrates the importance of demand, especially when it comes to limited availability. If both flights were priced evenly at the lower rate, then the Hawaii one would sell out before you can say “Santa

Claus,” while the planes to Alaska might still struggle to reach full capacity.

The same concept applies to hospitality. Recognizing the difference between busy, slow, shoulder and peak seasons is just one piece of the puzzle. Weekends are generally more valuable than weekdays. Other factors to consider include the property’s location and its proximity to other destinations, the popularity of some of your units compared to others and guests’ average length of stay. Consumers will spend more on products they consider to be high-value, and honing in on that balance will help increase revenue and make your operations more efficient.

3. Pricing too aggressively

To many, “revenue management” sounds like a fancy way of saying “raise rates,” but that isn’t necessarily the case. Simply inflating your prices doesn’t mean you have a clear strategy. It could tip the scales in the other direction and cause your occupancy to plummet so much that even the few high-paying guests don’t make up the difference. In many cases, it’s actually more beneficial to lower rates. Offering discounts for longer stays, lowering rates for slow seasons to shore up occupancy and offering loyalty programs to returning guests are all examples of providing a better deal for the consumer. Revenue management operates in both directions.

4. Trying to do everything manually

The market is a complex animal, and reacting to trends in real-time is a difficult job for a human, especially when you also have to manage every other aspect of your business. Fortunately, there are tools you can use to improve your operations without manually updating all of your units on the go.

One example of this is automated yield management. Clients often come to my company and similar businesses for this type of solution, as this software can automatically adjust room rates based on how the market is changing in real time. When one weekend blows up with an

unexpectedly high volume of guests, the rates will automatically account for the increased demand.

When choosing a solution, however, keep in mind that the tool you use needs to support the type of property you run. Some solutions don’t support campground data research, for example, while others do.

5. Not using historical data and analytics

Unfortunately, for people who got into hospitality for the interpersonal element, this is an industry that thrives on data and analytics. By studying historical trends in your property’s average daily rate, revenue per available room and occupancy, you can start to see emerging patterns. Traditionally, the busy season is June through August, but you might discover that there’s a consistent slow patch at the beginning of July, year over year. Data like this can help inform your pricing strategy to offer strategic discounts and packages. It’s vitally important to study these reports and trends in a scientific manner to confirm your instincts are correct.

In conclusion

Developing an optimal pricing strategy isn’t static. There are a lot of moving parts and changing trends. But with patience, logic and experimentation, the door to greater profits is wide open to you.

STAY CONNECTED WITH COTHM



www.cothm.edu.pk



DEPARTMENT OF HOSPITALITY MANAGEMENT

LEVEL 5-UK

Advanced Diploma in

- 1 **Hospitality Management** (UK)
14-Months (1-Semester) (Intermediate/a-levels/ Semester-i (Cothm Diploma))

LEVEL 7-UK

Executive Diploma in

- 2- **Hospitality & Tourism Management** (UK)
6-Months (1-Semester) (Entry Level: Bachelor's / Master's)
- 3- **Hospitality & Tourism Management** (USA)
Graduate Diploma in
14-Months + 4-Months Internship, (Entry Level: Intermediate)
- 4- **Hospitality & Tourism Management** (USA)
Postgraduate Diploma in
6-Months (2-Semesters) (Entry Level: Bachelor's / Master's)
- 5- **American Hospitality & Tourism Management Program** (USA)
12-Months with Internship, (Entry Level: Matric, A/O-Level)
- 6- **Professional Distance Learning Certification** (USA)
3-12 Months (Entry Level: Matric to Master's)



HEAD OFFICE/CANAL CAMPUS:

185, Abu Bakar Block, Canal Road, New Garden Town, Lahore . Mob: 0302- 4090092
E-mail: info@cothm.edu.pk

COTHM JAIL ROAD:

5-C, Main Gulberg II, Ayesha Saddiqa Road, Jail Road, Lahore. Tel: +92-42-35870012-13, 35875851
Mob: 0322- 4090092 Email: info@cothm.edu.pk

COTHM KARACHI:
Mob: 0336-2226846

COTHM JOHAR TOWN:
Mob: 0309-8887111

COTHM ISLAMABAD:
Mob: 0309-3337775

COTHM MULTAN:
Mob: 0300-8639014

COTHM RAWALPINDI:
Mob: 0309-3330395

COTHM FAISALABAD:
Mob: 0321-8822640

NORTH NAZIMABAD
Mob: 0333-6624157

COTHM RAHIM YAR KHAN:
Mob: 0334-5877966

COTHM GUJRANWALA:
Mob: 0320-0004003

COTHM SAHIWAL:
Mob: 0321-1110045

COTHM BAHAWALPUR:
Mob: 0345-4219999

COTHM OKARA :
Mob: 0322-3090092

ADMISSIONS
OPEN

INTERNATIONAL HOSPITALITY
QUALIFICATIONS
EXCLUSIVELY OFFERED
BY COTHM

(DUAL-INTERNATIONAL QUALIFICATION) INTERMEDIATE IN HOTEL OPERATIONS

Entry Level: Matric

Program Duration:

2-Year (Theory /Practical + 3-Month Internship)

ASSOCIATE DEGREE IN TOURISM & HOSPITALITY MANAGEMENT

Entry Level: Intermediate: F.a/ F.Sc./ I.com/ A-levels Or Equivalent

Program Duration: 2-Years

UNIVERSITY OF THE PUNJAB AFFILIATED ASSOCIATE DEGREE PROGRAM

AMBASSADOR OF INDONESIA TO PAKISTAN

ADAM M. TUGIO

PARTICIPATES IN

Indonesian CULINARY WORKSHOP

AT COTHM ISLAMABAD



Ambassador of Indonesia to Pakistan Adam M. Tugio opened the Indonesian Culinary Workshop at the College of Tourism & Hotel Management (COTHM) Islamabad on September 20, 2022. Fauji Supreme Director Faad Waheed also attended the workshop.

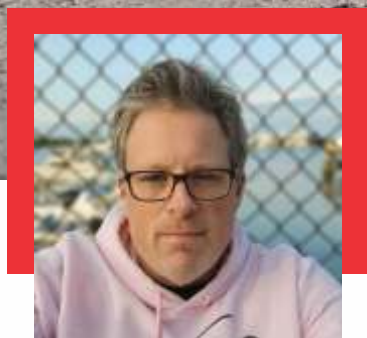
Adam M. Tugio while talking to the students highlighted the scope of tourism and hospitality sectors in Pakistan, Indonesia and rest of the world. He also talked the possible collaborations between Pakistan and Indonesia in future.

On the occasion, Indonesian Chef Budiono cooked several items from Indonesian Cuisine and got huge appreciation from the audience. He quickly made students familiar with the Indonesian cooking methods and techniques.

COTHM CEO Ahmad Shafiq expressed his gratitude to the Indonesian Embassy in Islamabad for giving students the opportunity to learn about Indonesian Cuisine and hoped to build cooperation between COTHM & Indonesian vocational institutions in the hospitality and service sectors.

A huge number of students participated in the one-day workshop and cooked Indonesian cuisine. Team from Fauji Supreme was also available on the occasion to provide information to the students about their brand and products.





By: Jeff Bogle

20 THINGS FLIGHT ATTENDANTS WANT YOU TO KNOW ABOUT FLYING

Flight attendants know a thing or two about how to travel well. These smart tips will make your flights exponentially safer, more efficient, and more comfortable for you and other passengers.

Learn from the professionals

Whether you fly often enough to be a whiz at airplane trivia or are preparing to board your very first flight, knowing the unspoken rules of flying can help you travel more efficiently and ensure that you, other passengers, and the crew are safe and comfortable in the air.

Falling asleep unbuckled is dangerous

You never know when the plane will fly into turbulence or experience an unexpected emergency. Flight





attendants on the best airlines in America advise that you should stay buckled while seated and while snoozing in order to stay as safe as possible in the air.

Too much caffeine makes you restless



“When you’re flying long-haul, the number one rule is to drink plenty of water because the air circulation can dry out your skin,” says Lauren Guilfoyle, a flight attendant for the world’s best airline. She suggests avoiding caffeinated drinks and instead sticking to water and fruit juices to help foster a much-needed snooze in the air.

Going barefoot in the cabin is unsanitary



While the cabin of each plane is cleaned before every flight, germs can still linger on the floor. Guilfoyle says that sometimes glasses are dropped and broken, or our youngest travelers leave crumbs, so there could be sharp objects and food on the floor.

Having your own pen will be helpful



Vanessa Settimi, a Swoop Airlines flight attendant and in-flight instructor, says that passengers flying internationally should always have a pen with them in their carry-on luggage. This is because you might need a pen to fill out your customs card in order to land in a new country (or back home after traveling abroad), and there are only so many on board to lend!

Use the bathroom consciously



You are sharing a space with hundreds of others for a few hours (or more), so be sure to always flush the toilet, wash your hands, and wipe up the sink area when done, and then be sure to close the bathroom door when finished.

You can ask for a meal to be warmed



If you need to bring your own food for dietary reasons, or have a special meal for a child or other loved one, and that food needs to be heated up, Jessen Leroy, a flight attendant with French Bee, says passengers can politely ask their flight attendants to warm their meal in the microwave on board.

Take every opportunity to dispose of trash



Flight attendants make repeated trips up and down the aisle with trash bags, especially as the plane lowers from cruising altitude and approaches its destination. So be kind and toss your protein-bar wrappers, breakfast-sandwich packaging, and folded-up newspapers before landing. This simple act of kindness will help flight attendants turn over the plane faster and ensure the next flight departs on time.

Be prepared on departure day

Settimi also suggests that passengers have patience, with themselves and others, on departure day. Simple things like “planning ahead and getting to the airport early so you’re not feeling rushed, especially if you are pre-clearing customs,” may go a long way toward providing a seamless travel experience in the air. If you plan your day and have patience, you will feel less stressed once aboard and be able to relax and



enjoy the best parts of the flight, like using inflight Wi-Fi to watch your favorite movie.

Wear layers and dress sensibly



“Now this might just be the flight attendant in me,” says Settimi, “but you will never catch me flying as a traveler in sandals and a tank top!” The flight attendant says that she and her peers in the sky always have safety and emergency scenarios in their minds, and because of that she recommends wearing clothing onto a plane that’s comfortable and easy to move in (including shoes that won’t slip off if you need to make a quick exit).

Cooler cabins help with motion sickness



Settimi would like passengers to know that she and her fellow flight attendants don’t control the thermostat. “Temperature in the cabin is controlled by the pilots,” she says, “so even though travelers often ask to get the temperature turned up during flights, it is kept on the cooler

side.” This is because a cooler cabin helps passengers who are prone to fainting or have motion sickness during turbulence.

Use headphones to block out noise and enjoy your movies and music

Though the nature of being on a plane may not make you think of quiet, rest, and relaxation, Settimi assures passengers that the flight attendants try their best to keep what we call a “silent cabin.” What that means is that if you are planning on watching one of the 100 funniest movies of all time or listening to one of the best audiobooks, flight attendants ask that you have headphones, and if you plan on wearing wireless ear buds, that you keep track of them, as they have a habit of falling out of ears and getting lost in the seat cushions. Before getting ready to leave the aircraft, always do a final sweep of your seat and the surrounding area to ensure you haven’t left anything behind!

Avoid showing off your frequent flier status

If you fly often enough to have earned frequent-flier status, know that it won’t help you switch to a better seat once you’re on the plane. Flight attendants don’t have the authority to make upgrade decisions, so don’t put them in an awkward spot by asking them for one.

Dispose of used diapers in the lavatory

On a longer flight with a baby, it’s inevitable that you’ll need to change a diaper at some point. But, when flying with your infant, don’t hand a flight attendant a used diaper. Either throw it away in the lavatory trash can or wait until trash bags are circulated after meal and beverage service and put it into the trash bag yourself.

Don’t touch the beverage cart



Got the munchies or need a napkin? You can get anything you need, as long as you’re patient. “Some passengers feel they can just grab, touch, or help themselves to anything on our cart,” says one international flight attendant. The reason you shouldn’t is about health. Since the onset of the COVID-19 pandemic, it’s potentially unsanitary for passengers to touch the food and beverages being offered to others, which makes flying uncomfortable and potentially unpleasant for the crew and other passengers.

Be conscious of where you put your feet

When you’re flying coach, airplane seat space is limited, so you have to get creative to get comfortable on a long-haul flight. However, flight attendants have observed passengers putting their feet on seats, tray tables, and on other passengers’ armrests. This might make the flight more comfortable for you, but you could be putting your fellow passengers in a difficult position. To make everyone’s flight better, avoid putting your feet in other people’s space.

STAY CONNECTED WITH COTHM



www.cothm.edu.pk



DEPARTMENT OF **TRAVEL, TOURISM & AIRLINE MANAGEMENT**

1-Diploma in

Professional Travel Management (DPTM)

(3 Months) Intermediate (F.A, F.SC, I.Com) OR Equivalent Qualification

2-Advance Diploma in

Professional Travel Management (ADPTM)

(6 Months) Intermediate (F.A, F.SC, I.Com) OR Equivalent Qualification

3-Graduate Diploma in

Professional Travel Management (GDPTM)

(1 Year) Intermediate (F.A, F.SC, I.Com) OR Equivalent Qualification

4-Graduate Diploma in

Professional Travel Advisor (GDPTA)

(1 Year) Intermediate (F.A, F.SC, I.Com) OR Equivalent Qualification

5-Graduate Diploma in

Airport & Ground Operations (GDAGO)

(1 Year) Intermediate (F.A, F.SC, I.Com) OR Equivalent Qualification

6-Post Graduate Diploma in

Travel Management Consultant (PGDTMC)

(6 Months) Intermediate (F.A, F.SC, I.Com) OR Equivalent Qualification

ADMISSIONS **OPEN**

INTERNATIONAL HOSPITALITY
QUALIFICATIONS
EXCLUSIVELY OFFERED
BY COTHM



(DUAL-INTERNATIONAL QUALIFICATION)

INTERMEDIATE IN TOURISM & AIRPORT OPERATIONS

Entry Level: Matric

Program Duration:

2-Year (Theory /Practical + 3-Month Internship)



Pioneer in Professional Education
COTHM
College of Tourism & Hotel Management

HEAD OFFICE/CANAL CAMPUS:

185, Abu Bakar Block, Canal Road, New Garden
Town, Lahore . Mob: 0302- 4090092
E-mail: info@cothm.edu.pk

COTHM JAIL ROAD:

5-C, Main Gulberg II, Ayesha Saddiqa Road,
Jail Road, Lahore. Tel: +92-42-35870012-13, 35875851
Mob: 0322- 4090092 Email: info@cothm.edu.pk

COTHM KARACHI:

Mob: 0336-2226846

COTHM JOHAR TOWN:

Mob: 0309-8887111

COTHM ISLAMABAD:

Mob: 0309-3337775

COTHM MULTAN:

Mob: 0300-8639014

COTHM RAWALPINDI:

Mob: 0309-3330395

COTHM FAISALABAD:

Mob: 0321-8822640

NORTH NAZIMABAD

Mob: 0333-6624157

COTHM RAHIM YAR KHAN:

Mob: 0334-5877966

COTHM GUJRANWALA:

Mob: 0320-0004003

COTHM SAHIWAL:

Mob: 0321-1110045

COTHM BAHAWALPUR:

Mob: 0345-4219999

COTHM OKARA :

Mob: 0322-3090092

A MEMORABLE TRIP TO

MAJESTIC Wazir Khan MOSQUE



By Muhammad Sharif



Built by Sheikh Ilm ud Din Ansari, also known as Wazir Khan, the Wazir Khan Mosque is also included in the tentative list of the world heritage sites.

We were university students studying in the last semester when one of our teachers assigned the task of practical photography of Dehli Gate and Masjid Wazir Khan to our class. The announcement made us all delighted as we all were desperately waiting for some outdoor activity already.

On the day of the tour, we woke up early in the dawn and started getting ready for the tour. By 6AM, all the class fellows had reached Dehli Gate in Lahore, where Sir Agha delivered a brief lecture about the history of Dehli Gate and also gave us some tips regarding photography skills. As Mass Media students, photography was our compulsory subject and we all tried to capture photos of ancient Dehli Gate with different angles. Reviving the old traditions and to keep the heritage alive, the Walled City of Lahore Authority (WCLA) had

employed some Darban (Guards) at Dehli Gate as they used to be in the Mughal era.

After spending almost an hour at Dehli Gate, we moved towards Masjid Wazir Khan. It is situated at a distance of more than 1.5km from Dehli Gate. The passage to Masjid Wazir Khan leads through a narrow bazaar. Going through the bazaar, you can hear different voices of the people belonging to different trades and businesses.

After walking on foot for 15-20 minutes, crossing the narrow bazaar, cracking jokes with friends, and capturing one another's photos, we reached Masjid Wazir Khan.

Masjid Wazir Khan is a worth-seeing site in Lahore. It is one of the most elegantly designed mosques from the Mughal era. Built by Sheikh Ilm ud Din Ansari, also known as Wazir Khan,





The excellent combination of calligraphy, and geometrical and floral decoration makes the Wazir Khan Mosque a model of beauty, balance, and grandeur.



the mosque is also included in the tentative list of the world heritage sites. Wonderfully decorated mosque is located in the center of the walled city of Lahore. Its construction began in 1634 A.D and got completed in 1641 A.D in the era of Mughal emperor Shahjehan. The mosque is situated at a short distance from the Lahore Fort. Historians also tell that the Mughal emperor Shahjehan mostly used to offer his Juma prayer at Masjid Wazir Khan. He used to ride on a horse to reach the mosque.

To enter the mosque, you must first go downstairs first as the WCLA has restored the mosque in the same position it had when it was built. After going down, you must go upstairs to enter the mosque from its main entrance. There is also another door to enter the Masjid, which is mostly closed. It links the Masjid to the bazar.

Situated on the eastern side of the mosque, the main entrance gives a pure artistic look. Passing through the magnificent doorway, you reach the courtyard. The main gate is projected two feet outward from its surrounding walls and framed on both sides by attenuated minarets of two feet of diameter each.

The rectangular-shaped mosque, which has four minarets at its four corners, covers an area of 282.7165.4 ft. These minarets mark the corners of the central courtyard, providing balance and adding to the structure's grandeur. At that time, this was the largest mosque in Lahore. The mosque is built with small lime bricks and a sprinkling of red sandstone at the entrance. The mosque has a large courtyard which adds to the beauty of this monument. Visiting the mosque, tourists feel a sense of spirituality and feel themselves in the era when Mughal emperors used to offer prayers there.

Inside the mosque, there is a big courtyard where you can see many pigeons collecting grains spread by the locals and tourists. People also regularly put water in the baskets placed there for the pigeons. A water tank for making ablution is also built in the center of the mosque's courtyard, which adds to its beauty. The glittering blue water gives you a mesmerizing feel.

The mosque is built around the grave of a saint named Miran Shah, who migrated from Iran and lived here in Lahore in the era of Turkish Caliphs. The mosque's interior is embellished with frescoes, while its exterior is designed with Persian-style Kashi-Kari work. The main prayer hall has five compartments. Each of the mosque's five compartments is crowned by a dome and opens onto a large courtyard. The one in the center is larger than the rest.

The architecture of the mosque leads you to the times when Muslims ruled the sub-continent and excelled in architecture and buildings. This architectural style was used for the first time in Lahore. The main tomb is so beautifully carved with glass that if you look up, you'll find yourself staring at the ceiling and forgetting to look down. You will be compelled to praise the excellence of the experts of that time.

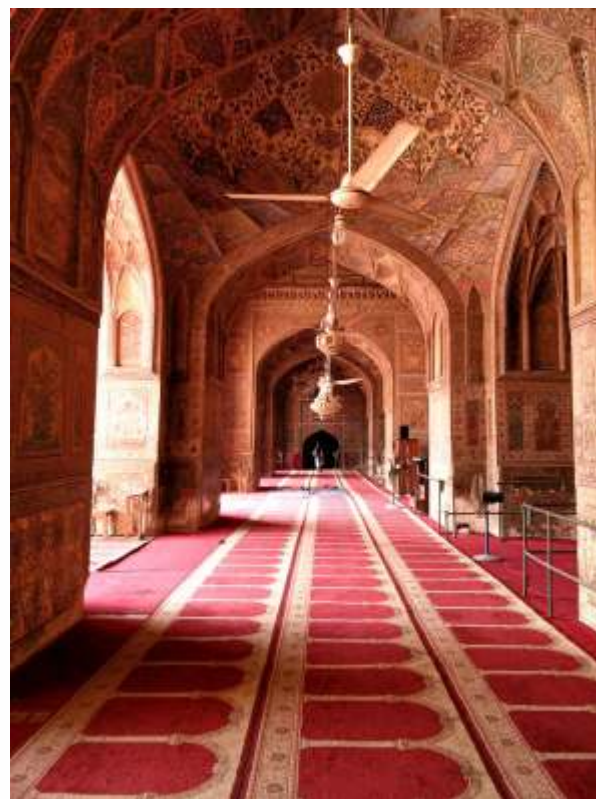
The beautiful calligraphy on the mosque's walls amazes the visitors. The excellent combination of calligraphy, and geometrical and floral decoration makes the Wazir Khan Mosque a model of beauty, balance, and grandeur.



Quranic verses and Persian poetry written in beautiful calligraphic styles on the mosque's walls enhance its appearance. Another essential feature of this mosque is the presence of Hujras and shops in its eastern and northern sides, which were constructed to make the mosque's operations sustainable through its income. Now, at this time, the Punjab Evacuee Trust Property Board controls the mosque's management. The board has deployed permanent staff to take care of the mosque that keeps on doing restoration and construction works whenever needed.

After capturing photos of the historical monuments, we got free at almost 11AM. Afterwards we took breakfast from the bazar adjacent to the mosque and then called it a day. As it is a popular tourist destination, tourist guides are also available at the mosque to tell the visitors about the history of the mosque.

It was a memorable photography tour of Mass Media students from University of the Punjab to the majestic Wazir Khan Masjid. If you live in Lahore or on a visit to the city, you must take out time to visit this beautiful architectural masterpiece.



KITCHEN GARDENING: A WAY FORWARD TO HEALTHY LIFE

Eating homegrown fruits and vegetables through kitchen gardening protects both health and money.

With the genetically modified crops and edibles flooding our markets and use of polluted water to irrigate vegetable farms, people have started worrying about their health looking for chemicals and pesticides free diet.

As the population grows world over increasing the demand of edibles, different multi-nationals and local companies have started using the modified seeds besides other additives to enhance production of fruits and vegetables.

Use of pesticides and insecticides is another phenomenon adulterating our crops and farms produce resulting in health hazards, cost the people in millions due to eating unhealthy food products.

Experts believe that due to multiple pollutants and soil fertility issues, the current human diet was resulting in susceptibility to both infectious and chronic diseases.

Therefore, these experts are strongly

advocating the promotion of kitchen gardening deeming it quite possible for people to organically nurture fruit and vegetable plants at their lawns and rooftop by using natural fertilizer, organic seeds and fresh ground water.

The United Nations Food and Agriculture Organization (FAO) has envisaged that if the world population reaches nine billion by 2050, the people would require an additional 70 percent food items for their consumption.

This tendency would exert extreme pressure on available agriculture land to produce more and more food items with fears of compromised food standards as well as shortage in certain areas.

Biological scientists say that organic-produce tends to contain good level of vitamin C and a lower level of nitrates.

“Organically grown food is produced without the use of synthetic pesticides, synthetic fertilizers or sewage sludge, bioengineering, or ionizing radiation,” said National Agricultural Research Institute





In a country like Pakistan housing around 50% population below poverty line, kitchen gardening can be a good money earning source for the poor families.



(NARC) Scientist Dr. Noorullah.

“Therefore, organic food like fruits and vegetables can potentially be more beneficial for human health than conventional produce,” he added.

With increasing concerns of food allergies and the presence of chemicals or preservatives in some traditionally grown food, the concept of kitchen gardens has given people a safe food alternative, he added.

“Eating homegrown fruits and vegetables through kitchen gardening protects both; our health and our money; as most of the families in our country spend 60 to 70 percent of their budget on food items,” he claimed.

Since kitchen gardening method is not commonly used on commercial basis, therefore small spaces at homes like rooftop, balcony, lawns and backyards can be easily used for this purpose.

Mohsin Abbas, a 40-year-old retired Pakistan Army officer, spends time every evening in his small garden at his house in Shadman area of Lahore, and picks harvest of the day almost daily. From juicy red tomatoes to crunchy green-chilies, Abbas has been growing almost all seasonal organic vegetables he needs for his daily cooking.

Proud of his latest harvest, he told APP, “I grow spinach, mint leaves, tomatoes, carrots, cabbages, eggplants, beetroots, broccoli, coriander, bitter gourd, chilies, and even cauliflower.” Abbas said, a year ago, he prepared soil with the help of a friend, his wife and a colleague for gardening and created a small farm.

“I use my garden-fresh spinach leaves in chicken curry and freshly plucked beetroot leaves, stir-fried with grated coconut, that makes me happy,” he said sharing his experience.

Abbas grows pesticide-free food as he deems it as therapeutic and a source for good health. “If you have a backyard or a balcony and have not yet started kitchen gardening, then you must try it immediately.”

A recently published research study by International Journal of Microbiology finds out a clear difference between organic and conventional kitchen garden produce in terms of nutritional value, pesticide contamination, and microbiological safety.

Noted nutritionist Dr. Asma Javaid said that at least a bare intake of 300 grams of vegetables and 85 grams of fruits per day is required for proper functioning of normal body and avoids chances of fatalistic diseases.

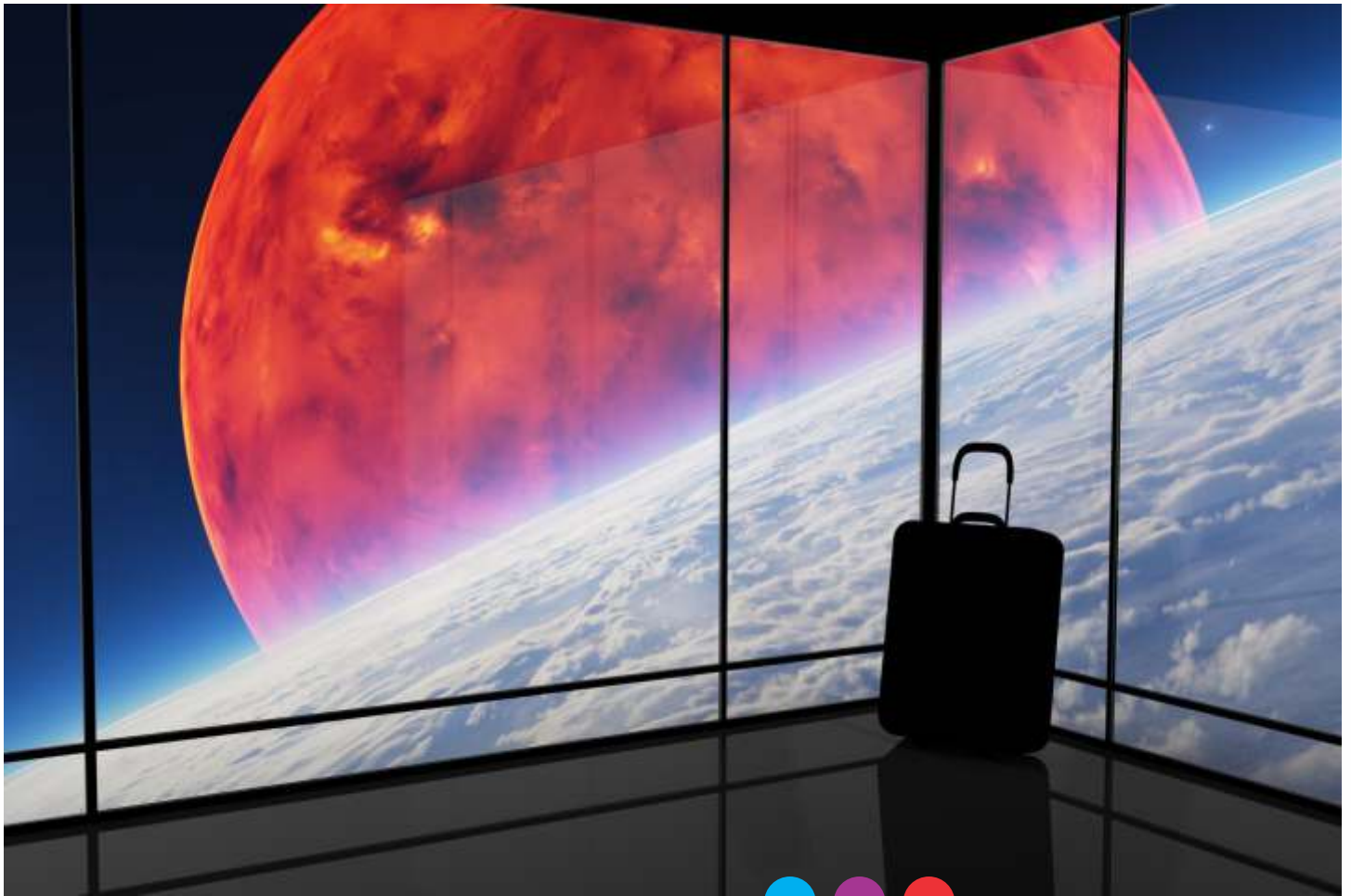
“For a healthier and better lifestyle, growing your very own garden is a genuinely great and most required practice,” she said claiming that use of fruit and vegetables grown with the help of urea and sprayed with pesticides are harmful for human health.

According to official statistics, Pakistan Agricultural Research Council (PARC) has set up more than 300 clubs in Rawalpindi and Islamabad since 2019, under a kitchen and rooftop gardening program, introduced to promote organic agriculture.

As the time changes and growing world population is exerting extra burden on food chains, therefore in a country like Pakistan housing around 50% population below poverty line, kitchen gardening can be a good money earning source for the poor families.

Furthermore, we can also save a major chunk out of billions of rupees incurred on ailments every year by promoting healthy growing and healthy eating habits.

Therefore, it is high time for the federal and provincial governments to encourage kitchen gardening and provide, if possible, the organic vegetable seeds to desiring families.



HOW SPACE TOURISM WILL CHANGE THE WORLD?



Brooke Nelson

With the rapid growth of space tourism, traveling to outer space could soon be very easy. Experts even say that in just a matter of years, this industry could change the world, much like other NASA inventions, including real-life robots.

“When aviation started in the mid-1900s, it was for governments and those who could afford it,” says Jane Poynter, founder and co-CEO of space tourism company



Space Perspective. “People then could not imagine the myriad ways air travel would be used to positively impact billions of people’s lives.” The same can be said for the future of space tourism, according to Poynter.

What is space travel?

Space travel is defined as any air travel beyond 50 or 60 miles above sea level. But experts disagree over exactly how far space is from the Earth. While many international organizations consider the Kármán line—which is 60 miles high—to be the edge of the Earth’s atmosphere, the FAA and NASA define everything above 50 miles to be “outer space.”

When booking space tours, companies offer either orbital or suborbital flights.

- **Orbital space travel** means the spacecraft is traveling around the planet with enough speed to avoid falling back to Earth. The International Space Station (ISS) is an example of orbital space travel.
- **Suborbital space travel** takes people into space and then returns to Earth at a slower speed than orbital travel. Most space tourism companies for private citizens currently offer suborbital spaceflights.

Why do people want to go to space?

There is one universal reason often cited by people who want to go to space. “Seeing the iconic thin blue line of our planet’s atmosphere against the stark blackness of space affects deeply,” Poynter says. “This quintessential astronaut experience is why most people want to travel to space.” Just imagine all the things you can see from space, including capturing incredible pictures of city lights from above.

Space tourism companies



Russia’s Soyuz spacecraft has been ferrying private citizens to the ISS since 2001, at a reported cost of \$90 million for a seat. Now, thanks to newly emerging U.S. space tourism companies, it will soon be possible to join the exclusive club of those who have traveled to space—that is, for anyone who can afford the still very steep ticket price.

- **SpaceX**, founded by Elon Musk, made news when it carried two NASA astronauts to the ISS in 2020, as it was the first crewed mission to launch in the United States in nearly 10 years. SpaceX currently charts private orbital flights to the International Space Station in its Dragon spacecraft. It costs tens of millions of dollars for a seat on a flight.

- **Blue Origin**, founded by Amazon’s Jeff Bezos, is the only space tourism company operating commercial suborbital flights. Blue Origin charged \$28 million for a ticket on its first flight with Jeff Bezos, but it does not advertise its current ticket prices.
- **Virgin Galactic** is planning to start commercial operations next year. Reservations for Richard Branson’s Virgin Galactic flights start at \$450,000.

For those seeking a less expensive—albeit still very pricey—option, other companies offer zero-pressure balloons that will take tourists to an altitude of up to 20 miles, which is high enough to see the curvature of the Earth. Rides on Space Perspective’s balloon, called Spaceship Neptune, cost \$125,000 per seat. World View charges \$50,000 per seat.

These trips will last for six to eight hours and even include dining services, cocktails and music in a sleek lounge. Heads up: You probably won’t be able to eat these foods that are banned from space during the ride.

Both companies have flights scheduled to launch in 2024, but neither has been approved by the FAA yet.

If you’re not ready to blast through the Earth’s upper atmosphere, you can still experience space travel with less risk. Companies like Zero G recreate the feeling of zero gravity on specially modified Boeing 727 flights. These experiences are also easier on the wallet, going for around \$8,200.

How to prep for a space flight?

Taking a flight into space will require some training, but the programs are less rigorous than those faced by real astronauts. To prep for Virgin Galactic’s three-hour trips, for example, tourists will be required to attend a multi-day training program with pilot briefings and spacesuit fittings. Trips on zero-pressure balloons will require a simple informational and safety course.

The future of space tourism



Experts predict that travelers might want to stay and live in space, and many companies have launched plans to build properties and accommodations for space tourists to spend the night. Some of these space hotels will even have offices and research spaces for rent, opening up the possibility of working from space as well.





HOTELIER

EXECUTIVE POWER LIST 2022

THE 50 MOST INFLUENTIAL HOTELIERS IN THE MIDDLE EAST

Hospitality Plus presents you the 2022 edition of the Executive Power List, the only list that recognises and celebrates the top 50 most influential hotel professionals working in the Middle East's hospitality industry. Two in a hierarchy out of these 50 professionals are covered every month. Give a read and feel inspired.



John Northen
Executive Director
Hotel and Resorts, Royal
Commission of AlUla (RCU)

With over 30 years in hospitality, John Northen knows a thing or two about hotels. He's currently the hospitality head behind one of Saudi's most important tourism projects, AlUla. Currently, there are two hotels in the historic area, including Habitas AlUla.

The number will eventually increase to 17 hotels by 2024. Those properties will include a Banyan Tree and three Aman resorts set to redefine barefoot luxury in the region.

Northen is certainly one to watch as he helps put this historic destination on the world map with a string of hyper-exclusive hotels. In fact, within 15 years' time, AlUla is aiming to welcome more than 2.5 million visitors annually.



Jose Silva
Chief Executive Officer,
Jumeirah Group

The second half of 2021 was incredibly busy for Jumeirah Group, with hotel announcements here to portfolio-wide restaurant transformations and plans for global development.

Jose Silva plans to turn the company from Dubai institution into one of the world's luxury hospitality frontrunners.

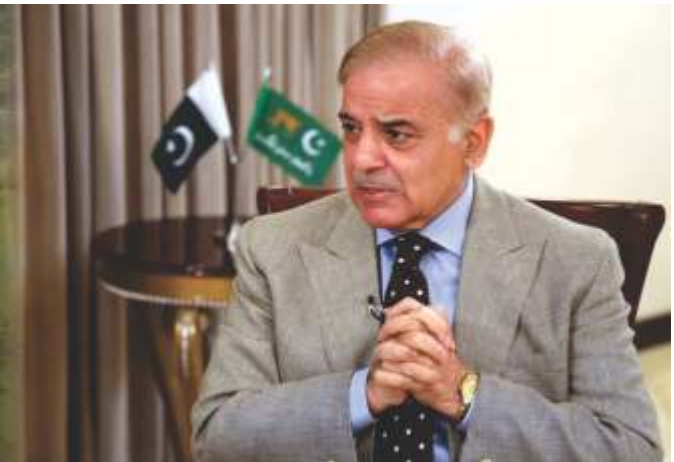
He said: "We will continue to grow our global footprint with exceptional properties in truly unique destinations that deliver our promise of Stay Different, further defining our luxury proposition to meet the ever-evolving needs of our guests, offering service beyond expectations, and ensuring we create memorable moments for everyone who walks through our doors with emotive social experiences and environments."



INDUSTRY

PAKISTAN HAS POTENTIAL TO DEVELOP TOURISM RESOURCES INTO BILLION-DOLLAR INDUSTRY: PM

1



Prime Minister Shehbaz Sharif says Pakistan has the potential of developing its tourism resources into a billion-dollar industry through effective planning and implementation. In his message on World Tourism Day, the Prime Minister said with dedicated efforts, Pakistan could become one of the most

preferred tourist destinations in Asia where foreign and domestic tourists could enjoy the bounties of nature and rich cultural heritage in a most tourist-friendly environment. He remarked our landmark initiatives in the field of tourism will play a greater role in improving the infrastructure and facilities for the tourists and thus boost tourism sector.

He expressed the hope that Pakistan Tourism Development Corporation and the provincial tourism departments would step up to the plate to unpack the tourism potential by providing tourist facilitation all over Pakistan and benefit immensely from the free flow of international tourists.

CIVIL AVIATION AUTHORITY WINS RIGHT TO INFORMATION CHAMPION AWARD 2022

2



Pakistan Civil Aviation Authority (CAA) has been awarded the Right to Information (RTI) Champion Award 2022. The award was presented by the Center for Peace and Development (CPDI) to Director Airport Services CAA, Sadiq-ur-Rehman.

The award recognizes the efforts made for the implementation of the Access to Information Act 2017. CAA was nominated by the Pakistan Information Commission (PIC) for this award. 28 September is observed as the International Day of Right to Access to Information across the globe.

CPDI is a partner of the Coalition on Right to Information (CRTI), a platform of 53 civil society organizations. CRTI has been working for access to information laws in Pakistan since 2012.



HIGHLIGHTS

THAILAND EXPECTS \$64.5 BILLION IN TOURISM REVENUE BY 2023

3



Thai government wants Thailand tourism revenue to hit 80% of its pre-pandemic levels in 2019 next year as the key growth sector begins to see a recovery as the pandemic fades, government spokesman Anucha Burapachaisri said. Foreign tourists are expected to bring

between 970 billion baht and 1.5 trillion baht next year, he said. Thailand tourism revenue expects 1.5 million arrivals each month in the last quarter of 2022, Anucha said, adding that September has seen more than a million tourists so far.

The government aims for 10 million visitors

throughout the year. Tourism is a major driver of Southeast Asia's second largest economy. In 2019, it welcomed nearly 40 million visitors, who spent 1.91 trillion baht.

SAUDI ARABIA TO EMERGE AS A 'MAJOR PLAYER' IN REGIONAL AVIATION SPACE

4



Saudi Arabia has the potential to become a major player in the aviation industry in the Middle East alongside the UAE and Qatar regional heavyweights as the kingdom begins developing a plan to develop its aviation sector, said a Boeing executive.

"There are a lot of ambitions in the kingdom of Saudi Arabia right now," Randy Heisey,

Boeing's general manager of commercial marketing for the Middle East, Africa, Russia and Central Asia said in a media statement.

When asked if Boeing was in talks to order aircraft from a Saudi Arabian airline, he directed the question to the airline for details on his business plan. "We are eager to bring all good deals, including that entity, so we look forward

to ongoing talks with all airlines in the region," he said. "I can tell you that our goal is to demonstrate the value proposition and versatility of Boeing products to all airlines, as well as new airlines."



INDUSTRY

GOVERNMENT TO INSTALL EXPENSIVE SECURITY FEATURES AT 6 AIRPORTS TO ATTRACT FOREIGN AIRLINES

5



In order to attract foreign airlines to Pakistan and minimize security risks, the government will install 39 scanning machines at airports across the country at an estimated cost of Rs. 3.277 billion. According to official documents, the projects will be implemented at six airports across Pakistan, including Punjab, Sindh, Balochistan and Gilgit Baltistan.

The Civil Aviation Authority (CAA) is the project implementation body and plans to upgrade 21 baggage scanning machines and 18 hand baggage scanning machines across the country at international airport. The work includes the installation of computed tomography checked and cabin baggage scanning machines at Jinnah International Airport (JIAP) Karachi, Allama

Iqbal International Airport (AIP) Lahore, Quetta International Airport, Faisalabad International Airport, Gwadar International Airport, Skardu Airport, Pakistani Civil Aviation Authority (Pak-CAA) headquarters and Pakistani Airport Authority (PAA) headquarters.

TOURISM INDUSTRY EXPECTS TO EARN \$ 4 BILLION OVER THE NEXT 4 YEARS: MD, PTDC

6



Pakistan Tourism Department Corporation (PTDC) Managing Director Aftab ur Rehman Rana has said that the Pakistani tourism industry, currently valued at \$ 2.5 billion, will grow to \$ 4 billion over the next four years. Tourism was not just about attractive destinations and recreational activities, it had emerged as one of the fundamental pillars of

economic development and had one of the highest potential for job creation in any sector of the country, he said. The government has made every effort to promote tourism and create more employment opportunities for young people in Pakistan, he said, adding that the tourism industry has currently created more than 300,000 jobs, which will be further increased

to 500,000. "The promotion of tourism will not only create economic activity in local areas, it will also have a positive effect on the national economy," he said, adding that the contribution of the tourism industry to Pakistan's GDP was 5%, which would be more 7%.

HIGHLIGHTS

CHINA RELAXES BORDER ENTRY RULES FOR TOURISTS

7



The Chinese government has issued draft regulations to make it easier for foreigners to enter China to visit tourist sites along the Chinese border. Tour groups organized by travel agencies in border areas in China can choose their ports of arrival and departure flexibly, the culture and tourism ministry said in a statement, without

giving details of locations and dates. China had closed its borders to foreign tourists since the outbreak of the novel coronavirus in 2020, allowing only specific groups of foreign nationals to enter the country, such as those with certain work visas. In recent months, rules have been gradually relaxed, from resuming more direct flights

between China and some countries to allowing international students with valid residence permits to enter China to visit tourist. The quarantine for foreign arrivals has also been reduced. China borders more than 10 countries, including Pakistan, Russia, Mongolia, Myanmar, Laos and Vietnam.

SUKKUR AIRPORT TO GET INTERNATIONAL STATUS SOON

8



The Civil Aviation Authority (CAA) has accelerated the process of granting international status to Begum Nusrat Bhutto Airport (BNBA) in Sukkur. According to the reports, the survey for its expansion has been completed and its report has been submitted to CAA for further

process. However, sources have said that the survey is still in the initial stages and it can take six months to complete. Furthermore, Rs. 8 billion have been allotted for its expansion and development of a new runway and terminal building. Following its completion, bigger airplanes, including

Airbus, will be able to land there. Besides, immigration counters will also be set up after it receives international status. The planning and construction phase of the infrastructure may take up to three years to complete.



INDUSTRY HIGHLIGHTS

DUBAI REINFORCES POSITION AS A GLOBAL DESTINATION FOR FOOD TOURISM

9



Dubai's Department of Economy and Tourism (DET) has launched the inaugural Dubai Gastronomy Industry Report, further reinforcing Dubai's position as a much sought-after global destination for food tourism.

The special report was unveiled at the first gastronomy industry briefing hosted by DET at Dubai Mina Seyahi, and was attended by

more than 100 restaurateurs, culinary specialists and key stakeholders from the food and beverage sector, to share seasonal highlights in relation to the ever-expanding gastronomy sector, and reveal industry insights from the city's inaugural gastronomy report.

Ahmed Al Khaja, CEO, Dubai Festivals and Retail Establishment (DFRE) revealed key

findings from the newly commissioned annual industry report during the event, showcasing the gastronomy activities and initiatives which continue to be a driving force behind the steady growth in both domestic and international tourists, in line with the visionary leadership's goal to make Dubai the world's best city in the world to live in, work and visit.

KCWU'S DR. MAHNAZ NASIR APPRECIATES FACILITIES AT DIET STUDIO & COTHM

10



Kinnaird College for Women University (KCWU) Department of Food Sciences & Nutrition Head Dr. Mahnaz Nasir Khan visited College of Tourism & Hotel Management (COTHM) where she appreciated COTHM and Diet Studio management for providing international level food safety training to the students and equipping them with life skills.

"COTHM has state-of-the-art facilities for students and it equips them with modern skills. It is making students skilled in food and hospitality sectors. It not only promotes healthy eating habits but also provides the detailed knowledge about the nutritional values of food", Mahnaz said.

Dr. Mahnaz Nasir Khan visited the facilities at Diet Studio and appreciated the services

provided by it. "In near future, we shall sign an MoU with Diet Studio under which both the KCWU's Department of Food Sciences & Nutrition and the Diet Studio by COTHM will work together in different areas of food safety and nutrition science", she added.

سلمان فوڈز کے بارے
میں احمد سلمان سے جانئے

صحت کیلئے دالوں کا استعمال

ڈینگی بخار کیلئے مفید مشروبات

سویا کے اہم ترین غذائی فوائد

لوکی ہمارے لئے
فائدہ مند بھی اور نقصان دہ بھی

ہماری صحت مند آنتوں کا راز


شیٹ پین کیک

HOSPITALITY

UNIFORMS & APPAREL



HOSPITALITANTS

12 Salik Street Old Muslim Town (behind Punjab Colleges) Lahore. Mob: 0300 4531090, 0304 4145538
hospitalitants@gmail.com (visit hospitalitants store at )



Where Cocoa Collides with Creativity

GRAND DIPLOME EN

① **CHOCOLAT ET PÂTISSERIE**

DURATION: 3 MONTHS

★★ Premium Program ★★

② **CAKE DECORATION & FONDANT ART**

DURATION: 1 MONTH

③ **ONE DAY WORKSHOP FOR ADULTS**

DURATION: 1 DAY (2-3 HOURS)

④ **KIDS CHOCOLATE WORKSHOP**

(Happening every Saturday)

DURATION: 1 DAY (2-3 HOURS)

ELIGIBILITY: (AGES FROM 4 TO 15 YEARS)

- ➔ Gift Baskets & Chocolate Boxes
- ➔ Customized gift baskets for all events

FOR REGISTRATIONS

☎ **0309 333 61 42**

- 📍 185, Abu Bakar Block, New Garden Town, Canal Road, Lahore, Pakistan
- 🌐 www.chocolateacademy.com.pk
- ✉ info@chocolateacademy.com.pk



FROM THE FOOD CAPITAL OF PAKISTAN

Lahore is a city with an extremely rich food culture. The city offers a vast variety of options when it comes to food. In recent times, with an addition of foreign flavours and recipes, the style of food in Lahore has gone even more popular. Other cities in Pakistan do have their own food identities and specialties but Lahore, being an open-minded, dynamic and welcoming metropolitan, has brought them all at one place. Being impartial, it would not be a false accusation if we call Lahore the 'food capital' of Pakistan.

Keeping in view the dynamics and diversity of the food culture of Lahore, we present you a series of food recipes from the food capital of Pakistan. All the recipes have been taken from Dr Javaid Asgher's book titled "Three Cuisines: A Tribute to Gastronomy". Hope you enjoy the read!



Dr Javaid Asgher & Dr Faiza Asgher (Late)

1

KACHI BIRYANI

Meat Cooked with Raw Rice



Preparation Time: **40 minutes**

Marination Time: **3-4 hours**

Cooking Time: **30 minutes**

Serves: **8**

Ingredients

Mutton (a mix of chops, marrow 1 Kg bones with meat and medium-sized pieces from lambs' shoulder)

Rice 1/2 Kg

Onions finely sliced 4

Ginger paste 1 teaspoon

Garlic paste 1 teaspoon

Green papaya skin 1 teaspoon

Red chili powder 1 teaspoon

Bunch of fresh green coriander 1

Small bunch of fresh green mint, 1 chopped

Green chilies 4

Ground

4 Cardamoms, 6 cloves, 1/2" cinnamon sticks, 1 teaspoon caraway seeds, 1 teaspoon peppercorn, 1 small piece of nutmeg, 1 flakes mace

Yogurt 4 cups

Juice of 3 lemons Milk 1/2 cup

A liberal pinch of saffron Oil 2/3 cup

Ghee (clarified butter) 2 tablespoons

Salt to taste

Method

Heat oil. Fry the onions till golden brown. Crush, when the onions get cool. Rub the ginger and garlic and the papaya paste well into the meat, and 3 cups of yogurt, salt, red chili powder, coriander, mint, green chilies, the ground spices, lemon juice, crushed onions and the oil in which the onions were fried. Mix well and marinate for about 3-4 hours.

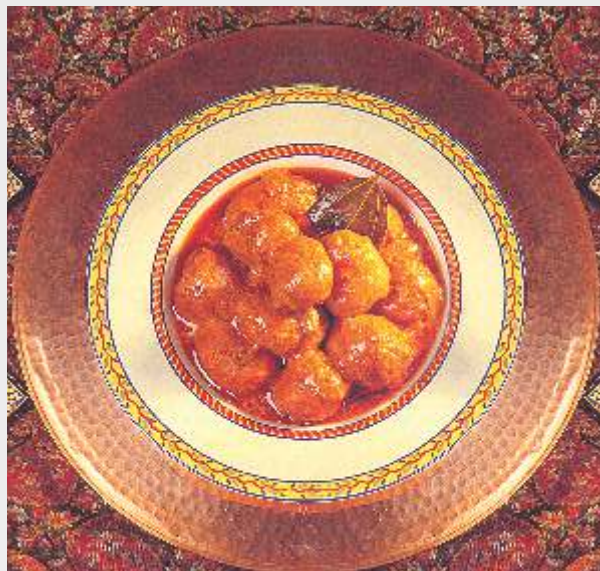
Wash the rice and mix with one cup well beaten yogurt. Add saffron in half a cup of milk. Set aside.

Take a heavy-bottomed pan with a tight covering lid. Transfer the marinated meat with the marinade to the pan. Place the rice over the meat. Sprinkle the saffron milk over the rice. Dot it with ghee. Cover and cook, first at high, then at medium low heat till the meat is tender, the liquids, are absorbed and rice cooked. Take out gently and serve steaming hot.

2

DUM OLAV

Potatoes in Spicy Red Gravy



Serves: **4-6**

Ingredients

Potatoes, unpeeled 1" x 1 1/2" pieces 750 gm

Refined oil 1 cup/ 170 ml

Black cardamoms [bardi elaichi] 8

Green cardamoms (choti elaichi) 8

Cloves (laung) 5

Cinnamon [dalchini], sticks, 2" each 5

Dry ginger powder [south] 3 tbsp/12 gm

Aniseed [moti saunf] powder 3 tbsp/12 gm

Bay leaves (tej patta) 5

Garlic [lasan], ground 1 1/2 tsp/9 gm

Cooked Yogurt* 1/2 cup/100 ml

Kashmiri red chili powder, dissolved in 1 cup water 3 tsp/6gm

Onion paste, fried 1 tbsp/25 gm

Salt to taste

Turmeric (haldi) powder 1 1/2 tsp 3 gm

Dry cockscomb (mawal) flowers,* * heated with 1/2 cup water extract 1/4 cup/50 ml

Black cumin seeds (shah jeera) 1/4 tsp

*Cooked Yogurt

Whisk 2 cups yogurt (dahi) until very smooth. Add 1/2 cup water and whisk again to blend well. Pour this mixture into a round-bottomed pan and put it on high heat. Stir constantly till the mixture comes to the boil. Then reduce the heat to low, stirring occasionally, until the mixture is reduced to half its original quantity, and its colour has changed to off-white. Use this cooked yogurt as specified in the recipe.

**Dry Cockscomb Flower Extract

Heat 1 1/2 cups dry cockscomb flowers with 1 1/2 cups water in a pan for 1-2 minutes. Cool and then strain through a fine muslin cloth. Collect the extract in a bowl. Use as required.

Method

Boil the potatoes until tender. Keep aside to cool. Peel and pierce through them with a toothpick. Heat 1 cup refined oil and fry the potatoes on very low heat until they are reddish brown. Stir occasionally while frying. Remove and drain on kitchen towels.

In a pan, add the cardamoms, cloves, cinnamon sticks, dry ginger powder, aniseed powder, bay leaves, garlic, cooked yogurt, red chili water, onion paste and salt. Stir to make a homogenous paste.

Pour in 3 cups water, bring the mixture to boil and cook for 3-4 minutes. Add the potatoes and turmeric powder. Reduce heat to low and cook covered for 5 minutes more. Add the cockscomb flower extract and cook until the oil separates. Mix in the black cumin seeds.

STAY CONNECTED WITH COTHM



www.cothm.edu.pk

ADMISSIONS
OPEN

INTERNATIONAL HOSPITALITY
QUALIFICATIONS
EXCLUSIVELY OFFERED
BY COTHM

DEPARTMENT OF

BAKING & PATISSERIE

1- Graduate Diploma in International Baking & Patisserie	(2-Year)	COTHM
2- Advanced Diploma in Professional Baking & Patisserie	(18-Month)	COTHM
3- Diploma in Professional Baking & Patisserie	(6-Month)	COTHM
4- Certificate in Professional Baking & Patisserie	(3-Month)	UK
5- Certificate in Fondant Art	(3-Month)	COTHM
6- Certificate in Cake Decoration & Fondant Art	(6-Month)	COTHM
7- Certificate in Barista Skills & Fast Food	(6-Month)	COTHM
8- Weekly Classes	(3-Month)	COTHM



(DUAL-INTERNATIONAL QUALIFICATION)

INTERMEDIATE IN BAKING & PATISSERIE

Entry Level: Matric

Program Duration:

2-Year (Theory /Practical + 3-Month Internship)



Pioneer in Professional Education
COTHM
College of Tourism & Hotel Management

HEAD OFFICE/CANAL CAMPUS:

185, Abu Bakar Block, Canal Road, New Garden Town, Lahore . Mob: 0302- 4090092
E-mail: info@cothm.edu.pk

COTHM JAIL ROAD:

5-C, Main Gulberg II, Ayesha Saddiqa Road, Jail Road, Lahore. Tel: +92-42-35870012-13, 35875851
Mob: 0322- 4090092 Email: info@cothm.edu.pk

COTHM KARACHI:
Mob: 0336-2226846

COTHM JOHAR TOWN:
Mob: 0309-8887111

COTHM ISLAMABAD:
Mob: 0309-3337775

COTHM MULTAN:
Mob: 0300-8639014

COTHM RAWALPINDI:
Mob: 0309-3330395

COTHM FAISALABAD:
Mob: 0321-8822640

NORTH NAZIMABAD
Mob: 0333-6624157

COTHM RAHIM YAR KHAN:
Mob: 0334-5877966

COTHM GUJRANWALA:
Mob: 0320-0004003

COTHM SAHIAL:
Mob: 0321-1110045

COTHM BAHAWALPUR:
Mob: 0345-4219999

COTHM OKARA :
Mob: 0322-3090092



add **NEW**™
FLAVOURS
to life !!

NOW OFFERING SIMPLY SUFI PROMO PACK



INSIDE THE PACK

BURGER PATTIES
900g X 1 PACK

CHICKEN NUGGETS
900g X 1 PACK

SEEKH KABAB
540g X 1 PACK

FOR HOME DELIVERY DIAL:
0800-74675
www.simplysufi.com   

DOWNLOAD SIMPLY SUFI APP





MURREE BREWERY
ISO 9001, 14001, 45001 & HACCP CERTIFIED COMPANY

A NEW MEMBER IN BIGG FAMILY

Bigg Pineapple



www.murreebrewery.com



[murreebrewerycompany](https://www.facebook.com/murreebrewerycompany)

MONTHLY HOSPITALITY PLUS | OCTOBER 2022 | 71





THE *Royal* HALL



Perfect for

- Committee Parties
- Get Togethers
- Seminars & Exhibitions
- Corporate Luncheons & Dinners
- Pre & Post Wedding Gatherings
- Birthdays & Anniversaries

*Customizable Menus - Buffet or Ala Carte Setups
Decor - Corporate Multimedia and Connectivity*

Your first choice
YUM
Chinese & Thai Restaurant
MULTAN

For more information
Please call **0305 5877731**



Butter Up Your Mornings
With Adam's Butter



✉ info@adams.pk
📱 /adamsmilkfoods
🌐 www.adamsestore.com



Visit the estore to buy Adam's products.

Choco Bliss[®]

Introducing

Crave[®] TOPPINGS



Milk Shake Becomes
More Exciting

CPL # 236

SINCE 1965
Ambassador[®]
COMMERCIAL KITCHEN EQUIPMENTS

HOTEL . RESTAURANT . FAST FOOD . CAFE . BANQUET . BAKERY . SUPERMARKET



5-A FZAL ELAHI ROAD, REHMAN PURA LINK
FEROZEPUR ROAD, LAHORE, PAKISTAN.
TEL: +92 432 7595333-4
MOB: +92 332 4313104
EMAIL: acke.sales1@gmail.com

www.ambassador.pk
UAN: +92 42 111 313 106



Stainless steel is one of the most
hygienic surfaces available, so any
food that come into contact with
the surface or material do not
attract dirt or germs.